

Billboard Backstage

By JOE CSIDA

THE SKIPPER
(Of the Flying Enterprise)
By Herb Hendry and Larry Clinton
On Twenty-Nine December, Fifty-Four

I looked as if the skipper's ship was done
And so he ordered of his crew
To port or to starboard—home or King-
dom Come.

*All hail to the skippers
With feet beyond the skies
All hail to the skipper of
The Flying Enterprise.*

**The Skipper of the Flying Enter-
prise**

Was not the kind of man who'd
complicated his sinking ship
Adriatic? His sinking ship
For fourteen days he held his grip
Till hell was leashing at him from
the skies.

*All hail to the skippers, etc., etc.
Some skippers would have left*

*Let others claim it as a salvage
prise*

*The ship was smashed, the cargo
And others owned it—after all*

But where a hubris quits—a hero

*All hail to the skippers, etc., etc.
When gales cut off one last*

chance to win

*The skipper still fought on through
Herculean toil was strong and*

tough

But strength alone was not enough

And in his heart stood fast—he

ship gave last

All hail to the skippers, etc., etc.

EPILOGUE (Optional)
*They that go down to the sea in
ships,
That do business in great waters;
These see the works of the Lord,
And His wonders in the deep.*

Mere & Others

It is probable that at least seven
years hence other countries in
various parts of the country
engaged in the creation of musical
epics concerning Captain Carl-
son's argument with the Atlantic
Ocean. Mercury Records
will be the first to release a
titled "The Sinking of the
Enterprise" by Wally Storcky
of Elton, as backstage will be
written. This will be followed
by Algonquin Music, but at deadline time I was
told that no one knew the
names of the composers.

There is no doubt that in the
next several weeks the brave
Captain will be featured in some
radio or television, in some story
on record or in a magazine
and TV shows, in magazine sto-
ries next spring. There's a good
chance Spencer Tracy may be
stared in a film based on the
skipper's struggle to hold on
as his ship steals from his ship. And
while some will talk-tak about
the horrors of commanding a ship
of men, who too often prove
himself a cumb, I am all for it.

We can more Captain Carl-
son and songs, stories and
pictures about the likes of him for
our kids to hear and read and see.

Work to Adapt U. S. Copyright To UNESCO's

By ANNE MICHAELS

WASHINGTON, Jan. 12.—In an
avowed move to harmonize with
the nation's copyright law with a
posed global copyright pact now
being shaped by United Nations
Educational, Scientific and Cul-
tural Organization (U.N.E.S.C.O.),
the House Judiciary Sub-Committee
on Patents, Trademarks and
Copyright has been asked to make
a study of how it has been written.

Prexy Eric Johnston of the Mo-
tors Picture Association of Amer-
ica, copyright holder of "Gone
With the Wind," and Director

Jean Delamontay and Laudenback

watched the hearing

on shooting script of their next film

starring Michele Morgan, Jean
Preston and Daniel Gelin. Ro-
land Petit frit his hat in Hollywood
to get a painter, probably Antonio
Clivet, to do the sets of the Hans
Christian Andersen story he has done also
in Hollywood. When he is done he
will return to Paris and revere his troupe
in a season of ballets.

To Bring Nijinsky's

Body to France . . .

Serge Lifar has made arrangements with Maurice Geller to bring
Nijinsky to Paris for burial. A contest for top jazz men gave
first prizes to the trumpet of Alain
Maurice and the bassoon of Jean
Vassier. clarinetist Hubert Rotstein and
guitarist Daniels Reinhardt.

The grand prize of "Jazz Hot
80" went to the piano of Eddie
Condon. The competition of the
model copyright pact are being
made, with U.S. officials con-
ferring with Mendoza and with Latin-American delegations.

Spaxophonist Sidney Bechet is to sing the opening
ironing out language of the pact.

The Senate January 12 pre-
paratory to a General UNESCO
conference next fall.

Invited by the House sub-com-
mittee on Patents, Trademarks and
Copyright, Committee where he
has had close contact, Prexy has
been gathered dust.

He has been steadily building
strength, but considerably lead-
ing off from the discussion on
the issue this election year.

A new bill by Representative
John K. McWorter of New York
composes creation of a special com-
mission to study U.S. overseas

America's purpose of the study
and the possibilities of a model
copyright committee.

Ellis Arnall, President, Society
of Independent Motion Picture
Societies, Douglass, chairman;

Music Publishers' Protective
Association; Joseph McDowell,
American Broadcasting Company;
Samuel J. V. City Bar Association
copyright committee; Miss Isa-
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Daniel Ades, Secretary of State
Commerce; J. Howard McGrath,
Attorney General; Luther H.
Clegg, Warburg, Congress;
Frank B. Boggs, rights;

Max Chopnick, chairman,
Commission International Copy-
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of Authors and Publishers; Charles
F. McMillen, president,
American Newspaper Publishers
Association; Arthur Farmer,
American Federation of Composers
Committee to Co-Operate With
the United Nations and U.N.E.S.C.O.;

Spalding, president, American
Sports Bar Association of the
City of New York; New York
and Connecticut; Frederic G. May,
chair, editor, Publishers' Weekly;

Robert L. Williams, president,
Bar Association, and Harry F.
Barlow, president, Book Manufacturers'
Institute, Inc.

PARIS, Jan. 12.—Mexican pix
are getting a big play here after
the showing of "Los Olvidados."
It did a story as you can find called
"Forbidden Section." . . . Robert
Siodmak is here looking for an
idea for his next film, "The
Fair." The picture will be done
in Paris, in French. American
writer Jean Delamontay and Director

Jeanne Jeancon and Laudenback
watched the hearing

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(Continued on page 49)

Tokyo Mushi Mushi

RALPH KRZYK

TOKYO, Jan. 12.—Recent
weeks have seen a star-studded
cast of Hollywood celebrities with
United Nations Command troops
in Korea. Head of the troupe are
Paul Draper and Jan Searle,
Keith Andes, Raymond Burr,
Piper Laurie, Myle Picon and
Peter Lind Hayes. Eddie Bracken,
Everly Teller, Jimmy Cooks and his
Star-Time Quintet. The enter-
tainers are here to help the UN
troops and the unit was broken
up into four shows in order to
be more flexible, so they were
able to go to smaller towns and
resorts to private life. Chief of
these is the House Armed Services
Military Training Bill, which faces a
tight battle.

Today, the producer has to worry
about making a movie that will
survive at the box office. The pic-
ture has to be good, the story has to
be well told, the production code and yet satisfy
the thousands of groups representing
various interests. If the picture
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**Box Office Appeal
Is Most Vital . . .**

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**Stars, Movies Making
News in Japan . . .**

Cowboy Kenjiro Dunkan has re-
cently finished his first Japanese
film, "Female Gambler," directed
by Bin Kato of Dalei Production.
The film, which cost \$100,000, is
about Yokohama. Dunkan is the
first professional foreign actor to
perform in a Japanese movie after
a long absence. He has been away
from Japan since 1945, when he
was with the British Overseas
Airways Corporation.

**Stars, Movies Making
News in Japan . . .**

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Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 12.—President Truman's new "State of the Union" program faces congressional setbacks at least two major ones affecting the show world. Capitol Hill is figuring to reject Mr. Truman's request for more money for the National Endowment for the Arts, funds for which were included in the new budget, and the Senate Foreign Relations Board has voted to postpone action from the House Select Committee on Stabilization Control. The AFM resolution urges exemption of "casual" performers' wages from stabilization controls. WSB brass are not happy.

Newly-elected president of Radio Correspondents Association is Ellis Lasker, head of D. C. operations for the Mutual Broadcast Casting System.

**Radio-TV Is Gearing
Space si Chicago . . .**

TV and radio are fast stepping into top-dot position in plans for coverage of the national political

Picture Business

By LEE ZHITO

HOLLYWOOD, Jan. 12.—In view of the many written and countless unwritten "don'ts" of motion picture production, restricting the screen, the public's taste and the wonders how producers can continually find material upon which they can cash in, it is remarkable that First to shake the filmakers off their self-imposed production code. Of course, this was a necessary evil, for the studios had long enjoyed the freedom of expression available to the stage, the novel or even the printed word abroad. However, it assumed that product would always remain within the bounds of good taste.

In framing the code, producers realized the wisdom of avoiding indulgence into profanity, or subject matter that would offend certain groups. As the medium grew in stature and influence, box-office wise, it became the target of merciless pressure from those who could seriously curtail a film's earnings.

**Producers Walk
A Middle Course . . .**

In following their written code, producers automatically could not be "anti" any accepted group, but

soon producers found that being "pro" anyone or among groups holding opposite interests. A film that's devoted to a religious faith seems to bring heated protests from persons of other religious faiths. Social problems, a fertile field for the dramatist and novelist, seem to bring the same type of protest. The movie makers who found it hard to business to take sides in controversial issues.

The industry, for example, found little to enjoy in "Last Week-End's" gripping por-

trayal of alcoholism. On the other hand, members of dry groups seem to be more interested in films that depict alcoholism.

Airlines scream at the sight of filmed plane crashes, while the coffee industry squirms uneasily under the heat of the blame for loss of sleep, even if it happens to be a vital point in the plot.

**Box Office Appeal
Is Most Vital . . .**

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the plot.

This increased submissiveness has
created some mysterious groups whose purposes are not clear. Their
representatives are not always facts, but their members apparently

enjoy the sound of their screaming
voices, and the facts are being
voiced before making a decision.

These groups not only annoy the
producers, but inflict injuries to an
already pained industry.

Index

Burlesque . . .

Circus . . .

Comics . . .

Circus . . .

Hope to Link 7 New TV Areas for Conventions

NEW YORK. Jan. 12.—Seven markets with TV circulation of \$34,300 as of December 1 may very well be linked with the inter-connected network by the time political conventions open this summer, with the intended sets believed likely to join the NBC system. The cities and their current set circulations are Miami (80,000), New Orleans (70,000), Oklahoma City (70,000), Dallas-Fort Worth (145,000), Houston (108,000) and San Antonio (35,000).

The American Telephone & Telegraph Co., which had these non-interconnected markets skewed to join the microwave hook-up, has seen its plan fall by year. The firm is known to be

FIVE-FOR-ONE

That's New Co-Op on WXYZ-TV

DETROIT. Jan. 12.—A new setup for co-operative sponsorship of variety shows has been worked out by James G. Riddell, WXYZ-TV manager, in the form of a "five-for-one" plan, tied in with the new One-TV. Objective is to make time available within the budget of smaller advertisers to carry spots similar to the cooperative sponsorships familiar in radio.

For \$250 the co-sponsor will get a 15-second commercial participation up to two minutes, plus four 10-second live audio commercials, to be inserted throughout the 25-minutes of programming. Four co-sponsors will be allowed on the program, with the position of each spot in the rotation rotated from week to week among them. While the \$250 is not subject to a minimum fee to count, it will be counted in to earn a discount for other scheduled advertising carried by the station.

Opening program setup is to be the Thursday night 11:15 p.m. feature film, with other features to be made available later if the idea clicks.

Martin Fined 1G by AFRA

CINCINNATI. Jan. 12.—Mel Martin, president of Feature Film, former, was fined \$1,000 by the Federation of Radio Artists this week for allegedly failing to pay wages negotiated for a part of the union membership without union permission. Martin, who remains a member of AFRA, according to a memo of reprimand from Benjamin Gettier, union attorney, is paying the fine in installments. Martin, not the union would comment, saying that when intranion affairs are concerned, it is the policy to make no statements for publication.

Jones Quits as WJBK Mgr.

DETROIT. Jan. 12.—Richard H. Jones, general manager of WJBK-TV, the Detroit television station, and WJBK-TV here, resigned yesterday. The move was completely unexpected. Jones had been with the station. It is presumed that WJBK will temporarily be under assistant general manager Edmund McFadden, better known as deejay "Jack the Bellboy."

Callan New Veepee At Kling Studios

CHICAGO. Jan. 12.—Joseph M. Callan has been named a vice-president of Kling Studios by Robert C. Ehrberg, president.

Callan joined Kling in 1948 and created and produced the "Uncle Miltie" TV series, was associated with Fredrick Brothman in the production business from 1948 thru 1948. Prior to that he was affiliated with the Chicago Herald-American.

making every effort to rush thru the links before convention time, if possible, but is making no promises to the stations or webs as yet.

BREACH-OF-PACT

Broadcast Org Suit for 500G Vs. Roosevelt

NEW YORK. Jan. 12.—A suit has been filed in New York Supreme Court against Mrs. Eleanor Roosevelt and the firm of Roosevelt & Sons, Inc. in New York. The plaintiff, Syndicated Broadcast Productions, Inc., claims that according to a written contract, they were to give advice on creating the format for a radio show with Mrs. Roosevelt. Instead, they were to receive 50 per cent of the gross compensation on the Godfrey show time. Subsequently, they charged the Roosevelt firm with breaking the contract. The partner in the Roosevelt firm was Martin Jones, who is no longer connected with it. WBC was also named as defendant.

Examinations

Pre-trial examinations have been taken by Elliott Rosenblatt and Ted Cott, WBC manager. Mrs. Roosevelt will be quizzed under her return to the witness stand. The partner in the Roosevelt firm was Martin Jones, who is no longer connected with it. WBC was also named as defendant.

Proving Ground For Comics in Works at KNBH

HOLLYWOOD. Jan. 12.—Weekly "Hollywood TV" comedy show has used a proving ground for youthful comics is now being shaped by KNBH Program Director. He has announced plans to launch the series some time next month when expected show will begin regular time on the budget. Similar to the weekly "Comedy Hour" pattern, featuring each week a different comic act, it will be presented in segments by exposing each to TV on a once-a-month basis. Group of writers will be signed to the program, and each comic having his own writer while the others in the gag machine.

Comics will be exposed to the top talent which heretofore haven't had an opportunity to show their worth. All will be welcome to appear on the local station and the parent web (National Broadcasting Company). Writers will be given a chance to prove their contention, thereby providing station and web a practical source for new comedy talent.

New CBS Plan To Charge 50%

NEW YORK. Jan. 12.—The Columbia Broadcasting System's radio division expects to collect only its regular 30 per cent co-fee for servicing stations with programs under its new selective service plan. Stations with local studios will be able to get their full local rates for time charges from local sponsors, in addition to a talent charge for the program.

Colgate is the first client to take advantage of the selective facility plan for its "Mr. and Mrs. Colgate" program. Other stations have given active membership status in NARTB. Active TV network members are NBC, CBS,

DETROIT IRATE; GODFREY TAKES CARTOON TIME

DETROIT. Jan. 12.—Although Arthur Godfrey has plenty of friends among middle-aged Detroiters, especially after he admitted selling cemetery lots here in the 1920s, he evidently doesn't rate with the small fry. His new experimental 15-minute simulcast meeting in on CBS-TV, "Godfrey's Gang," got a terrific response. He replaces an apparently innocuous "Cartoon Capers." The station started getting phone calls and wires from out-of-towners, both phoned and wrote the newspapers about it.

"Two days were enough, and we're still getting them," said WBC on the Godfrey show time. "Please be patient. We will give you the answer." Wednesday morning, the "Capers" were back at 10:30 immediately following Godfrey's concluding another program around.

The surprising aspect was that those who called the station were following from its intended preschool audience and at a time when the show was not even on the air. Subsequently, they charged the station with breaking its contract with the National Broadcasting Company and various radio stations. The NBS and radio stations were equally devoted to the rather violent responses received.

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WASHINGTON. Jan. 12.—Commissioner Lowell B. Moulton of the Federal Trade Commission is in minority dissent to an FTC ruling in a chain grocery store brokerage case that upheld the commission's majority opinion as implying a threat that broadcast stations would not do business with "brokers" subject to the FTC brokerage regulations. Moulton's view was in the form of a dissenting opinion in the case of Deringer Capital Fretted Products, Inc., et al. vs. FTC.

With the FTC's majority position, the commission has invalidated the broker clause in the Clayton Act. Moulton said "Under the rule in the case, every buying and selling of goods or services for the promotion of the products by its member stores would then be a 'broker' under the rule that under such a rule, 'newspaper magazines, billboards, radios and all other media are brokers.'

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Langner Group Offers Plays Via Theater TV

NEW YORK. Jan. 12.—Loren Langner, president of the Theater Guild, this week said he was developing several groups of plays for presentation via theater television. One such group would be made up of several Theater Guild productions, about five per group, featuring either shows currently on Broadway or some of the annual revivals of Theater Guild shows of other seasons. It also is possible that some of the plays being produced might be picked over from some city on the road. "Oklahoma!" currently is on tour.

Langner said that a premiere is being prepared for about March, with the current production of

COMPULSORY TV

Padres Plan Literary Works On WGN-TV

CHICAGO. Jan. 12.—The Franciscan Fathers, who operate Quincy College, Quincy, Ill., are set to buy a weekly evening half hour program on WGN-TV which will be compulsory viewing for a college class to be held in the spring. The show is set to start the first of February.

The plan is to have a weekly dramatic presentation. An actor will appear for 10 minutes to take about 10 minutes to explain the philosophical meaning of literary works. Then professional actors will give a 20-minute dramatization of the work. Planned for initial show is episode one "The Count of Monte Cristo."

Students in the special class will be in the program and meet in classrooms at the Institute following night to discuss the show. Full college credit will be given for the course. Production costs as well as for time, Bill O'Brien will write. The agency is National Video Produc-

NBC Inks Roger For Campaigns

NEW YORK. Jan. 12—National Broadcasting Company has signed political opinion analyst Elmer Rogers for a series of radio and TV broadcasts during the campaign. Deal gives web exclusive rights to services of Rogers' firm, a coast public opinion research organization for 1952.

Rogers will begin 32 week series of 15 minute web shows (Sundays 5:30 p.m.) early in March, and will appear in 13 TV programs between March and the mid-June election date. He will also be part of NBC's news staff covering both political events in July. Rogers' radio and TV reports will be based on material compiled by his research organization.

'51 Advertising Tops 6 Bil; TV Up 161%; Radio 3.4%

NEW YORK. Jan. 12.—In a record-breaking year for advertising volume, television scored the most spectacular rise of all media in 1951, according to the annual report of the advertising research department of McCann-Erickson for Printer's Ink. Advertising in all media increased last year in 1950 in all media, while TV hiked its billings 16.8 per cent. Total expenditures for all media—local and national—were \$154,200,000. Video's share was \$46,400,000.

Radio, which also showed an increase with the \$69,000,000 total representing a boost of 3.4 per cent, was second in billings, with \$39,900,000 spent on net national radio and \$28,100,000 used

"in, fom" the tee-off item. The deal, and it is being made with United Paramount Theaters Inc., for airing the plays to a group of closed circuit theaters mentioned as another possibility is "Venus Observed."

Indications are that no deal is imminent, however, as a UPT official said that no contract had been signed and that discussions "exploring the feasibility of production by the Theater Guild," the organization which handles the distribution of theatrical productions to the exhibitors is very much now in the air. The only firm now in the picture is the National Broadcast Commission, Inc., which is not associated with the plan at this time. UPT said that the distributor's role in the production or distribution of the plays "but merely" is "contemplating making its theater telecasts available" on an experimental basis.

Additional statements stemming from Langner's statement indicated that the literary men concerned have been most cooperative in working out details of the plan. The plan is to be known as UPT-TV. A Theater Guild spokesman said that the distributor's role and the press agents-managers guilds. However, a top exec of the stage hands' local said his organization had not been approached on the subject.

Capitol's Sales Outlets to E.T., Video Filmmakers

HOLLYWOOD. Jan. 12—Capitol Records this week opened its sales facilities available to independent electrical transcription service companies and film producers for nations distant fields. This marks Capitol's first concrete step into either field. Distribution will be handled by the newly created Broadcast Sales division which will also take over all sales of musical transcription of Capitol's transcription service. Cliff Odgen was elected a vice-president of Capitol Records Distributing Corporation and was appointed general manager of the Broadcast Sales division. He was manager of Capitol's Broadcast Sales department prior to his appointment. How to be held by H. R. P. Lyle. Latter will handle negotiations for radio-TV programs with producers.

Operation will be handled thru Capitol's regional offices in Hollywood, New York, Chicago and Atlanta, and will be represented by William Finley, Eastern region; Alvin Cohn, Central region; Jack Barton, Southeastern region; and James Strain, Western region. Other representatives will be incorporated into the firm's network. James Strain, for the past three years, commercial manager of KODAK FILM CO., was named by Odgen as Western regional rep.

Move of turning distrib for TV programs as well as transcribed audio as well as to preservative to Capitol's own entry into the production field. Understood disk, "Futura" will be the name of the TV film field with an eye toward launching production.

'LET GEORGE' IS DON LEE SHOW

NEW YORK. Jan. 12.—In the first edition of top radio hit "Let George Be Your Guide," which appeared in The Billboard of December 29, 1951, it was reported that Don Lee, which had a .8 rating for September-October, was in fact a .9 for November, which actually it came in on the Don Lee network, sponsored by Standard Oil of California. The charts have indicated national networks only.

Eversharp to Exit Sat. Night NBC-TV Slice

NEW YORK. Jan. 12.—Eversharp this week asked the National Broadcast Commission to relieve it of its contract to sponsor "The Show of Shows." Advertiser alternative of NBC-TV's Saturday night program with Lehr & Fink. Eversharp's contractual obligation in the 10-10:30 p.m. slot ends May 1, but the network is trying to find another sponsor. Risks and material shortages are said to be behind the Eversharp request.

TVA, Equity Probe Facts on Phil Loeb

NEW YORK. Jan. 12.—Two branches of the Associated Actors and Artists of America—Actors' Equity and Television Authority—this week moved forward in a concerted effort to bring to light the full facts in the droppings of Philip Loeb from the east of the Goldbergs."

A special committee of five TVA members interviewed Loeb yesterday (11) and, at his request, have recommended that the TVA board see up an impartial hearing panel to hear his defense of Communism. The TVA board meets Monday (12) to decide on the request, with its acceptance virtually certain.

Intention is to have the hearing before persons of such stature as Arthur H. Miller, attorney, who were key to closing Loeb's union would be able to take strong action to gain him a place on the panel.

In addition the membership of Actors' Equity took a step that will help in placing Loeb under guard "Goldberg" on the TVA unfair list as long as Loeb is barred from

the program. Membership at its monthly meeting yesterday (11) recommended that the TVA board call a special meeting of the New York chapter not later than January 23 to consider the steps to be taken to end its association with the Goldbergs."

Loeb steadfastly claims that he is no Communist. He maintains that his actions as president of organizations, some of which are now considered subversive, were purely patriotic and honest causes which were considered worthy activities in the context of their time. The actor states that he doesn't "believe in any more than any soldier who fought alongside the Russians against Germany in that war."

Only one of his actions in signing a statement does he regret. Loeb feels that it would not have been wise to sign in the fairness of the Moscow Trials as he did in 1938. He now sees himself as a victim of McCarthyism. Meanwhile, "The Goldbergs" fully sold out by NBC-TV for Monday, Wednesday and Friday. See other story this issue is ready for its season's preem, February 4.



YEAR 1900

In 1900, a very familiar sign among hundreds of others was this one pictured above. Yet, the metal sign tucked to the tree and the ad painted on a barn were a major part of America's advertising effort in 1900. And in those years it was successful advertising—it reached people!

From this form of advertising, many companies grew to be today's largest manufacturers.

Twenty-five years ago, radio had its beginning and soon had its place next to newspapers and magazines. Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently.

Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American "scheme of advertising." The basis of today's successful advertising is the more modern media... and television is the most modern of them all. Its full potency has not yet been determined.

In WLW-Land we have found, however, that the combination of television and radio reaches more people often and more economically than any other combination of media. The technique is as new and modern as television itself.

WLW WLW TELEVISION

THE NATION'S STATION AND ITS TV SERVICE

This One



SEES \$700 MIL OUTLAY FOR TV PLANTS AFTER THAW

NARTB Prexy Predicts 1,800 New Stations 3 Years After Freeze Lifts

WASHINGTON, Jan. 12.—President Harold E. Fellows of the National Association of Radio and Television Broadcasters this week envisioned the prospect of at least \$700,000,000 worth of new TV station construction in the first three years after the freeze is lifted, and predicted that it would come in an address before the Federal Communications Commission Bar Association yesterday (11).

"The freeze is over," he said. "We can predict the nature of the flood—the flood of stations which is going to inundate manufacturers, labor, landholders, and others when the great thaw comes."

Projecting his figure from construction costs estimated in a new NARTB-TV booklet (see separate story), the NARTB president as-

serted that "there will be an exponential increase in investment in construction of stations facilities alone" even at current dollar levels. Fellows indicated that his estimate is highly conservative since construction

costs are likely to continue spiraling upward.

Fellows also said his estimate is based on the prospect that the freeze break could portend "centrifugal forces" of additional television stations during the period of the next few years.

The FCC's current proposed TV allocations plan allows for 1,800 new stations eventually, Fellows said his cost estimate is a bare one, and does not include engineering and administrative fees.

Fellows told the bar group that the future of TV is a "tortuous one," and he foresees the need for "a great deal of planning before," he said, "there is a mass meadow faced at the outset so many puzzle problems demanding the solution of each."

"Beyond the tortuous path of obtaining a license in the first place," he said, "there are all sorts of other fees involved, and competent legal assistance is imperative; contracts, both for building and real estate; relationships with equipment manufacturers, with program suppliers and with copyright owners, to mention only a few."

CHICAGO, Jan. 12.—An obituary column of the air has been started by WJJD, local independent AM station, with good listeners reading the notices every week, by Fred Harr, general manager.

The program, from 10 to 10:15 a.m. (CST), Monday thru Saturday, is sponsored by a local funeral director, John Carroll & Sons. Only specific names are mentioned in lead-in. Thus the courtesy of John Carroll & Sons and the WJJD staff, we bring you the Obituary Column in the Air. This is a similar close.

Annealed. At Parker, Ohio, radio managers have decided to drop death notices, with brief biography for prominent names. Listeners are invited to phone in death notices. However, good listener response, but not enough to date, to make a comment. Incoming calls are checked back to thwart would-be-jesters.

New Survey on Who Own Sets

NEW YORK, Jan. 12.—High school graduates who have become heads of families are more apt to own TV sets (30 per cent) than grade school (25 per cent) or college students (20 per cent), according to the latest survey made by Industrial Surveys of America. The study, made quarterly over four,000 families, also showed that families headed by skilled workers have a higher proportion of sets (40 per cent) than families of other occupational groups.

Similarly, there are more sets to families with four or five members (37 per cent) than to larger or smaller groups, with persons having sets and only 27 per cent of three-person families.

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The big boeing matches shown by TNT in 1951 found more than twice as many exhibitors ordering them as could be fed the booth transmission facilities currently available.

AT&T transmission facilities are currently being expanded. AT&T gives first use to full-time exhibitors, such as the 100 stations of the NBC-TV, as an occasional user, given use of remaining facilities.

In brief, the operations of TNT are those of a business about to expand, rather than just two weeks for five television variety programs.

It services its programs without regard to circuit affiliation. These practices are unacceptable for TNT's operation to be in the hands of a single theater chain.

The younger the children, the more apt the family is to have a set.

Families with children five years old or less have 34 per cent of professionals or executives families.

Parents of teenagers have 31 per cent of clerical, sales or service, 31 per cent of laborers and operators, and 29 per cent of farmers.

The younger the children, the more apt the family is to have a set.

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31 per cent of laborers and operators, and 29 per cent of farmers.

As expected, set ownership is in direct proportion with size of family, with larger families more apt to own TV sets.

Mulvehill Exits GAC, for Ad Work

NEW YORK, Jan. 12.—John Mulvehill, a market research man at the head of the advertising department of General Artists Corporation, Mulvehill is understood to have left the company. GAC will not add anyone to replace Mulvehill. The department will continue with its present personnel.

Film House TV

Continued from page 3

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Continued next week

Add Pubserv

Continued from page 4

Presented as a public service to promote racial, religious and national understanding in the community, Broadcasters' Fund for WJFIL continues through January 1945. Adding to the station's public service record, Dr. Roy K. Ken Murray, chairman of the WJFIL-TV, will be honored by Drexel Institute of Technology here January 17 when he receives the Engineering Award in recognition of his "noteworthy work in interpreting science" via the air and TV.

UHF STATIONS COST MORE TO BUILD THAN VHF, NAFTB SAYS

WASHINGTON, Jan. 12.—UHF television stations will cost more to build than VHF, according to a study of construction cost estimates revealed here yesterday by President Harold E. Fellows of the National Association of Radio and Television Broadcasters. Here are the comparative figures, Fellows said, based on estimates compiled by NARTB in a new booklet, "Television Construction Costs," distributed to TV station stations:

VHF stations:

Complete station costs in cities of less than 50,000: \$219,000.

UHF stations:

In cities of 50,000 to 250,000: \$274,000.

In cities over 1,000,000: \$332,250.

UHF Stations:

In cities less than 50,000: \$235,000 (add \$72,500 if the tower is self-supported rather than guyed).

In cities of 50,000 to 250,000: \$281,250 (add \$70,000 for self-supporting antenna).

In cities of over 1,000,000: \$471,250 (add \$70,000 for self-supporting tower).

Explaining the VHF station costs, Fellows said these provide "minimum effective radiated power," and he added, "complete station costs where there is maximum effective radiated power are about 200 percent higher." The figure ranged from \$367,500 to \$583,500, according to the channel.

Fellows sounded one warning in interpreting the figures. "They consist of general items," he said, adding that generally speaking the figures "are not very exacting" and that stations will include costs for equipment providing four categories of program sources: film, network, live studios and remote."

TV Authority Board Tables Reese Report

HOLLYWOOD, Jan. 12.—The Henry Reese report to Television Authority's board, which last week proposed American Cinema of Variety Artists Coast topper Eddie Rio to resort to fistfights, was tabled yesterday's TVA board meeting. Board members voted to allow various persons involved in the report to answer questions. Presentations were between AGVA and TVA, touched off by the Reese report on AGVA's handling of the Colgate TV show, and by the TVA's handling of the Vitaphone.

TVA this week pinned the unfair labor label on WJFIL-Pan, Henry Wayne Oliver, TVA exec secretary, said the regular listing rate was too high for Vitaphone, resulting with its contractual obligations.

According to the staff include Shirley Freeman, office staff; Mrs. Elsie Burman, office staff; Mrs. Dolores Balizer, Dan Rafferty, news, and Fred K. Leo, public relations.

Radio programming will be directed by Willard Halston, traffic manager; Fern Hawks, publicity and promotion, becomes permanent director.

Additional to the staff include Shirley Freeman, office staff; Mrs. Elsie Burman, office staff; Mrs. Dolores Balizer, Dan Rafferty, news, and Fred K. Leo, public relations.

Violent scenes in Vitaphone history mark the second time in L.A. that the Coast local re-

sisted to such drastic action. Other time was in its strike against Earl C. Anthony's TV.

Reese spilled over into the ranks of AGVA. Latter's Coast board blasted two of its firm regis- (Continued on page 6)

ABC to Solicit Political Sales

NEW YORK, Jan. 12.—American Broadcasting Company, this week proposed to move radio and TV stations over to commercial sponsorship by presidential candidates and groups advertising in political nominating conventions. Web said this proposal (effective immediately) was sparked by the recent interest in the election's elections, and the number of requests ABC has received from candidates and groups who want to buy time on the networks.

Sales for web's radio-TV networks and owned stations will be handled by Thomas Veltrett, vice president in charge of radio news and special events.

HOOP HYPES TV Rating Service

NEW YORK, Jan. 12.—C. E. Hooper, Inc., will publish the industry's first rating book each covering four weeks a month, rather than just two weeks for five television variety programs.

The "Colgate Comedy Hour," "All Star Revue," "Toots of the Town," "Kerners' Treasury," and "Henry Beany" these ratings will cover six markets—New York, Los Angeles, Chicago, Philadelphia, Boston and Detroit. Ratings, which set its competitors as producer-distributor, a system which would give rise to many problems.

Continued next week

HOPE OR CREDO, IT SOUNDS LIKE COMMON SENSE

WASHINGTON, Jan. 12.—President Harold E. Fellows, in talk to the Federal Communications Bar Association yesterday, again climaxed a plea for working together in the radio-TV industry.

"I am very fond here that our members are closing in on understanding among ourselves—among all who have a vital interest in the American system of radio and television, and that is everybody."

"Our broadcasters will think like educators, part of the time."

"The lawyers will think like judges, part of the time."

"The judges will think like lawyers, part of the time."

"That commissioners will think like examiners, and that examiners will think like commission lawyers, and that commission lawyers and all their staff will think like broadcasters, part of the time."

"That broadcasters will think like advertisers, part of the time."

"The lawyers will think like judges, part of the time."

"That judges will think like lawyers, part of the time."

"That commissioners will think like examiners, and that examiners will think like commission lawyers, and that commission lawyers and all their staff will think like broadcasters, part of the time."

"This one more could we ask?

This one more thing, perhaps, that the people—yes, the people—will in the final analysis determine what has been done so wisely in the past."

Seek New Client On Murray Seg

NEW YORK, Jan. 12.—Armour the bear was negotiating with the Columbia Broadcast System for WJFIL's network to alternate sponsorship of the Ken Murray show, "Ken Murray's Comedy Hour," with WJFIL-TV, will be honored by Drexel Institute of Technology here January 17 when he receives the Engineering Award in recognition of his "noteworthy work in interpreting science" via the air and TV.

WJFIL-TV, the bear company has had the program for two seasons, but in finding the right person to handle the state, Budweiser's contract with CBS-TV and Murray runs thru June 1952.

ZIV ROCKS RADIO

...with the most provocative show
in America today...starring

DANA ANDREWS

in

"I WAS A COMMUNIST FOR THE F.B.I."

EACH
HALF-HOUR
A COMPLETE
EPISODE!

INTENSE! BREATH-TAKING! MOMENTOUS!

5 SPONSOR
IDENTIFICATIONS
including
3 FULL-LENGTH
SELLING
COMMERCIALS!

40,000,000
AWAKENED AMERICANS
were jolted by this
sensational series in the
Saturday Evening Post...

Additional millions of
ALERTED CITIZENS
were awokened by
it as a "Must See" movie!

NEVER BEFORE
the history of radio has such
a thrilling document been
so brilliantly dramatized!

TRANSCRIBED FOR LOCAL
AND REGIONAL SPONSORSHIP

BASED ON THE ACTUAL, AUTHENTIC
EXPERIENCES OF MATT CIVITIC WHO
POSED AS A COMMUNIST FOR THE FBI.



FREDERIC N. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

THE BILLBOARD**Radio-TV Show Charts****• Radio Holds Strength in Top TV Markets****A Billboard-Pulse Study**

NOTE: Figures in each city represent percentage of radio homes listening to radio during the average quarter hour in the period indicated.

Number of radio families given are Broadcast Measurement Bureau estimates, which are only available for the years 1944, 1945 and 1946. In 1947, 1948, 1949, 1950 and 1951, the Broadcast Measurement Bureau estimates are not available for all cities. Therefore, since there are no 1944 entries for those two cities, it may be assumed that there were more radio homes in Boston in 1947 than in 1944.

Number of stations: AM-TV are as of the end of each year. Only full-time, commercial stations located within the city are included. Stations located in adjacent towns or cities, unincorporated outside the city but reachable within the area, are included.

TV set circulation is the National Broadcasting Company estimate of the beginning of each year.

NEW YORK

NEW YORK radio was stronger in every period in 1951 than in 1944, a year not covered in the survey because of lack of space. Pulse's study of New York radio in 1944 shows 22.3 per cent usage 8 a.m. to 11 a.m. and 25.5 per cent usage 6 p.m. to 9 p.m. Broadcast Measurement Bureau estimates for the July-August period, Morning Listening in New York in the beginning of 1951 was greater than in any of those previous years. The BMB estimate indicates that the number of radio families increased by about 30 per cent in that time.

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	18.3		16.3	
6 PM to Midnight	25.5		21.6	
6 AM to Midnight	34.6		26.1	
6 AM to Midnight	26.1		21.3	

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	18.8	+ .5	15.5	- 8
6 PM to Midnight	25.6	+ .1	22.3	+ 3
6 AM to Midnight	34.6		25.8	- 3
6 AM to Midnight	26.3	+ 2	21.2	- 1

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	20.1	+ 1.3	17.6	+ 2.1
6 PM to Midnight	25.1	- 4	21.5	- 8
6 AM to Midnight	33.6	- 1.0	26.7	+ .9
6 AM to Midnight	26.3	0.0	21.9	+ 1

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	19.2	- .9	18.4	+ .8
6 PM to Midnight	22.6	- 2.5	21.8	+ 3
6 PM to Midnight	31.2	- 2.4	25.8	- 9
6 AM to Midnight	24.3	- 2.0	22.0	- 1

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	21.0	+ 1.8	20.0	+ 1.6
6 PM to Midnight	22.4	+ 1.8	22.2	+ 4
6 PM to Midnight	28.2	- 3.0	25.3	- 5
6 AM to Midnight	24.5	+ 2	22.5	+ 5

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	21.4	+ 4	19.9	- 1
6 PM to Midnight	23.9	- 1.4	23.3	+ 1.1
6 AM to Midnight	26.7	- 1.5	23.0	- 2.3
6 AM to Midnight	23.7	0	21.7	- 8

assumed that there were more radio homes in Boston in 1947 than in 1944.

Number of stations: AM-TV are as of the end of each year. Only full-time, commercial stations located within the city are included.

Stations located in adjacent towns or cities, unincorporated outside the city but reachable within the area, are included.

TV set circulation is the National Broadcasting Company estimate of the beginning of each year.

PHILADELPHIA

WINTER morning listening was stronger than ever in 1951. Summer morning listening was almost as high as in 1948, the year recently established itself in Philly. Winter afternoon listening picked up steadily after 1948, while summer afternoon listening, though still higher both summer and winter, declined steadily after 1948. But the main estimate shows that the number of radio families increased from 1948 to 1951 by more than 12 per cent.

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	15.9		13.2	
6 PM to Midnight	22.4		23.0	
6 AM to Midnight	28.8		21.2	
6 AM to Midnight	22.4		19.1	

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	15.9	0.0	13.9	+ .7
6 PM to Midnight	24.9	+ 2.5	24.0	+ 1.0
6 PM to Midnight	31.4	+ 2.6	22.5	+ 1.3
6 AM to Midnight	24.1	+ 1.7	20.1	+ 1.0

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	16.5	+ .6	15.3	+ 1.4
6 PM to Midnight	25.0	+ 1.1	24.7	+ .7
6 PM to Midnight	30.2	- 1.2	24.4	+ 1.9
6 AM to Midnight	23.9	- 2	21.5	+ 1.4

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	16.1	- 4	14.8	- 5
6 PM to Midnight	24.4	- 6	22.8	- 1.9
6 PM to Midnight	27.3	- 2.9	21.9	- 2.5
6 AM to Midnight	22.6	- 1.3	19.8	- 1.7

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	15.0	- 1	14.5	- 3
6 PM to Midnight	21.6	- 2.8	21.0	- 2.8
6 PM to Midnight	21.8	- 5.5	19.6	- 2.3
6 AM to Midnight	19.5	- 3.1	18.4	- 1.4

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	17.4	+ 2.4	15.2	+ .7
6 PM to Midnight	21.9	+ 3	19.1	- 1.9
6 PM to Midnight	19.8	- 2.0	16.8	- 2.8
6 AM to Midnight	19.7	+ 2	17.0	- 1.4

For Reviews and Ratings of Songs and Programs
See The Billboard Music Popularity Charts (Music Section).

A Plea for an End To a Lunatic Trend

The Billboard has had the persistent feeling that, regardless of the rapid development of television, radio has continued as one of the nation's healthiest advertising media, that intelligently produced radio programming, the single best buy, any advertiser could make. We witnessed with alarm the decision of NBC, announced of about a year ago that the National Broadcasting Company was proposing a rate cut in television markets. We witnessed an uneasy sigh of relief when it was learned that proposal had itself felt.

We witnessed with sadness and awe the debacle of the Columbia Broadcasting System's 10 per cent rate cut in January, 1951, due to the case of the NBC stations, and we were particularly appalled by that phase of the formula which attempted to cut rates on the basis of television penetration. We did not feel that the NBC decision to make its stations must automatically cut rates in areas where television has come into wide usage, any more than we believe that magazines or newspapers should cut rates auto-

CHICAGO

CHICAGO radio usage in the summer of 1951 was up from the previous summer. Broadcast Measurement Bureau figures show 23.8 per cent usage in 1951 compared to 21.1 percent in 1948, the last year for which figures were available. In 1948, there was only one video station in operation and TV set circulation was small. January-February radio usage in 1951 was down 2.8 per cent from 1948. For the number of radio families in Chicago, the 1951 figures show a slight increase over 1948. The 1951 figures show a slight increase over 1948 to 1949 appears

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	18.0		18.0	
6 PM to Midnight	25.8		21.2	
6 AM to Midnight	29.4		24.8	+ 3.6
6 AM to Midnight	24.7		23.7	+ 2.0

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	23.0	+ 1.6	19.6	- 1.2
6 PM to Midnight	26.0	+ 8	24.0	- 1.6
6 PM to Midnight	26.8	- 2.8	20.6	- 4.2
6 AM to Midnight	25.3	+ 6	21.4	- 2.3

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	20.7	- 2.3	18.8	- 8
6 PM to Midnight	22.8	- 3.2	21.3	- 2.7
6 PM to Midnight	22.9	- 3.8	19.8	- 2.0
6 AM to Midnight	22.1	- 3.2	19.6	- 1.8

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	26.6	- 1	20.0	+ 1.2
6 PM to Midnight	21.8	- 1.8	22.4	+ 1.1
6 PM to Midnight	19.9	- 3.0	19.4	+ .8
6 AM to Midnight	20.8	- 1.3	20.6	- 1.8

**REPRINTS
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50 copies	\$11.50	300 copies	\$15.90
100 copies	\$13.50	400 copies	\$18.10
200 copies	\$14.60	500 copies	\$20.40

Juke Box Disk Purchases Up to 50,000,000 a Year

40-or-More Phonos Major Factor;
Wax Men Aim Exploitations at Ops

Continued from page I

have for some time been moving their locations closer and closer to Tent Avenue — "Juke Box Row." An increasing number of diskers and distributors are turning out titles specifically for the operators. Other examples of the new exploitation ops are Mercury's special four-for-one deals, and the various honky-tonk piano titles. In turn, many record firms with the operator counted on to buy enough disks to make the recording a profitable one.

Another strong indication of the record companies' attitude to-

ward the music machine industry is the stand taken by the manufacturers during the recent Bryan Bill hearings. The manufacturers took a stand in support of the operators and directly opposed to the American Society of Authors, Composers and Publishers.

BMI Drive for Clever Pacts Nets 3 More

NEW YORK, Jan. 12.—Broadcast Music, Inc., continuing its drive to build a stable of contract clingers, last week raised the total of signees to about 70 when pacts were completed with writers Terry Gilkyson, Lucky Millinder and Alan Jay Lerner, and later two writers signed from the American Society of Composers, Authors and Publishers to make the BMI total 100. (Continued on page 41)

"KISS" BLISS

Satchmo Hits Fast Stride, 400,000 Disks

NEW YORK, Jan. 12.—The trade generally theorizes that it's the fresh, young talent that will make the hits, the near-legendary Louis Armstrong, however, is pre-gymnistically to represent the old dog who will never be put down. Sales on wax currenties are kicking off on all fours with the dawning of "A Kiss To Build A Dream On" and his latest effort in concert with the title of "When You're Young, When It's Sleepy Time Down South."

"Kiss" currently is the number two record at Decca after the hot "Tell Me Why," and has done about 400,000 platters to date. Despite the fact that it was cut by the flip side, "I Get Ideas," but for the past six to eight weeks "Kiss" has taken the place of "Tell Me Why" and hit the sales lists with any noticeable consistency, its sales impact was

(Continued on page 41)

Ray's 'Cry' Tops Millionth Disk

NEW YORK, Jan. 12.—Columbia has announced yesterday (11) that the Johnny Mathis Olney diskings of "Cry" and "Little White Cloud That Cried" had topped the million mark. The Columbia record is one of the fastest selling hits since Patti Page's "Tennessee Waltz." The record was released by Columbia a little over eight weeks ago.

First shipment of the disk went out to dealers on November 15. The platter is still the label's number one item.

Col'bria Strike Ends; Biz Hurt Very Little

BRIDGEPORT, Jan. 12.—The local United Electrical Workers against Columbia Records ended a strike a meeting this morning, and the workers report back to work in the early afternoon, according to the union. The focal point of the negotiations was a pension plan which the company had maintained, but which was not offered to introduce, but which the union insisted upon. No pension plan was written into the new contract, but there was a wage increase within the provisions of the government wage stabilization law.

For practical purposes the strike did not hurt the company as much as might have been anticipated. Actually, in order to catch up on production of the

firm's many going hits, several weeks before the strike, Columbia had to suspend issuance of new records after Christmas. A certain amount of pressing was maintained thru January, but the strike caused a cutoff until early January.

The company had to turn to its distributors. Plan A allows the distributor to work on his full gross if he orders him 25% of the records purchased. Of the 200 or so singles listed on the special order form with a minimum of 25 disks per order, the distributor gets 5000 (minimum), and orders 50 per cent of the albums listed on the form, with

firm's many going hits, several weeks before the strike, Columbia had to suspend issuance of new records after Christmas. A certain amount of pressing was maintained thru January, but the strike caused a cutoff until early January.

The company had to turn to its distributors. Plan A allows the distributor to work on his full gross if he orders him 25% of the records purchased. Of the 200 or so singles listed on the special order form with a minimum of 25 disks per order, the distributor gets 5000 (minimum), and orders 50 per cent of the albums listed on the form, with

Recent disk industry estimates of the importance of sales to coin machines include such figures as a 40 per cent increase in sales in 1951, and two years later the more specific figure of approximately 150,000 of the first 200,000 coins sold. Tom Bennett's "Heart of Your Home" has been sold to juke box operators. The diskers, however, are not losing sales to the coin operators, but the record retailer while expanding their efforts toward closer co-operation with machine machine.

Part and parcel of the growing importance of the operator is the move to expand the distribution record shop, actually a sub-distributor carrying all labels for the particular territory, and some operators from a single location. One diskery claims that its distributor's sales to one-stop stores have increased 100 per cent, while more than 50 per cent, while a local one-stop owner reported similar increases of 50 per cent ahead of his 1950 figures.

One of the major reasons for the success of the coin operators has been the heavy swing to larger capacity machines. The Seeburg 100-selection machines, the AMI 100, and similar (Continued on page 73)

Mercury Sets Up Stock Order Plan

Merchandise Ordered by February 29
To Be Sold on 40-10 Per Cent Discount

CHICAGO, Jan. 12.—With increasing emphasis being placed on the 45 rpm record, Mercury has set up the kind of multi-specialty home players and the swiftly growing use of 45 rpm records, Mercury has set up an incentive stock order promotion which will start immediately and run through April 1.

Listing 500 singles and 82 albums, Mercury plan calls for all merchandise ordered by dealers on a special form by February 29 to be sold on 40-10 per cent discount. Distributors will be allowed to place their orders under the plan.

Based on the distributor's discount, a deferred payment plan offered by Mercury to its representatives will be passed on to the dealers.

Dealers will be given time to pay their distributors. Plan A allows the distributor to work on his full gross if he orders him 25% of the records purchased. Of the 200 or so singles listed on the special order form with a minimum of 25 disks per order, the distributor gets 5000 (minimum), and orders 50 per cent of the albums listed on the form, with

a minimum of 12 albums per album order or for 492 albums minimum, the minimum is set on singles or albums.

Plan B allows the distributor to order at his discretion. However, he must pay 25% of the gross on a 20 per cent gross only.

No matter which plan the distributor selects, Mercury expects cash and credit growth, with a variety of reasons why the tariff

(Continued on page 41)

NEW YORK, Jan. 12.—The battle of the audit between the Songwriters Protective Association and E. B. Levey and his publishers has flared up again since after a cooling-off period caused by the CMA ruling.

The newest star breed is light publisher opposition to Dave Blau and Eddie Traubner, key figures

in the public relations department of publishers responded with SPA the matter of how far back the writers and publishers could go. The latter point has developed into a major bugaboo in the audit picture.

Buddy Morris, who returned here this week after several weeks on the West Coast, said he would permit SPA to check back to 1946-7 books. It is also claimed that the stage should be given to the men of the original SPA contract, which the publishers signed in 1947. That would permit and end back to back.

(Continued on page 41)

ENTERPRISING MUSIC MEN

Tunesmiths, Waxers Leap Aboard as Vessel Sinks

Continued from page 1

Clinton and Handler along oceanic telephone type had been put to the English manner.

At the same time, from Chicago it was reported that Mercury Records was rushing to market a stretching of "White" to a full TV network of city called "The Singing of the Enterprise." Tunes will be published by Algonquin Books.

Eric Acosta, Rabb and Lewis, who has written a lot of kidskit lyrics for Mercury Records, has penned the "Singalong" lyrics to the "Love Boat." Columbia, Mercury is sending out \$40,000 disks on a guaranteed sales basis. The records will be shipped Wednesday (16).

SAX GIMMICKS RUN GAMUT

HOLLYWOOD, Jan. 12.—The current trend toward tenor sax solos on ballads leads to wild experiments by disk makers.

A Chicago diskery plunged a man into the system of a Hammond organ recently to get a new sound for a star player acquisition.

A local diskery has come out, cutting the background band in one studio, while in another room the band is recorded into a feed-in mike which mixes up the two separate tracks. The idea behind the deal was that the tenor man couldn't hear what the background was playing and vice versa. Recording director merely rapped out two bars on the door and the tenor man's studies and the recording ended quickly enough, turned out perfect by the first time.

CAPAC Wins All Levy Pleas Except Radio

TORONTO, Jan. 12.—Complaints by Canadian Labels Association of Canada Ltd. that all tariffs requests in their files had been rejected by the Copyright Appeal Board, were the exception of that submitted to radio.

While CAPAC has made its submissions of bills of radio schedule, the hearings have been adjourned as January 21 pending a reply from the Canadian Association of Broadcasters. It was expected that by then some sort of formula will have been worked out, and the bill will be submitted only to the Copyright Appeal Board for perfunctory approval.

Any agreement or schedule approved by the board at that time will be retroactive. It was indicated that the Canadian Association of Broadcasters has agreed to such an arrangement.

Opposition

The tariff sought by CAPAC in other than radio remained the same as last year. Strong opposition came from the smaller groups, with adamant stands being taken by niteries, service clubs and the groups with a wide variety of reasons why the tariff

(Continued on page 41)

ASCAP May Garner 1-Mil From Pix Co's

Sum Would Cover 2-Yr. Period Since Consent Decree

NEW YORK, Jan. 12.—Sources close to the American Society of Composers, Authors and Publishers inner sanctum estimate that the sum to be paid by ASCAP in slightly over \$1,000,000 in the final settlement with the major movie companies to cover the two-year interim period since the consent decree. No estimate of the individual companies' settlements can be made at this time.

It is felt that several of non-major-affiliated publishers are less pleased with the settlements, which are being made individually with each company. It is felt that the million dollars for the two-year period is a "disappointing" sum, but nevertheless right. The unhappy outcome was pre-dicated on a comparison with radio income for last year, which was somewhere between \$7,000,000 and \$8,000,000.

S&S Kidiskery Signs Durante, Cantor 1-Shots

NEW YORK, Jan. 12.—The Simon & Shuster kidiskery this week consummated waxing deals with Eddie Cantor and Jimmy Durante. Agreement between the label and artist is exclusive and covers a single recording sheet for each name. If the disks are successful, Simon & Schuster intends to pick up additional name artists. Both Durante and Cantor are under contract with the S. & S. Big Boys.

The kidiskery also renewed its

(Continued on page 41)

HWD TO ENG.

Jo Stafford, Johnson Cut Distant Duos

NEW YORK, Jan. 12.—Some sweet Anglo-American harmony was missing this week in a transatlantic flight featuring England's popular singer Ted Heath. His American tour, with Johnnie Johnson, received an English ditty, "The Moment I Saw You," with a "Parson's Prayer" in London, and the band flew to Hollywood where Miss Stafford cut her part of the duet. The other part of the plane

(Continued on page 41)

AFM May Ask 50% Hike in Movie Pacts

Continued from page I

sicians under contract to the studios receive a weekly minimum of \$135 and are guaranteed minimum annual incomes of \$6,816 for a minimum of 320 hours of work.

Philips Makes New 78-LP Disk, 7 Inches

AMSTERDAM, Holland, Jan. 12—Philips Industries, international electronics firm now engaged in the manufacture of records in the world disk field, has created a star in the European market with the introduction of a seven-inch 78 r.p.m. minivinyl record for pop tunes. The standard disk plays up to five minutes of music, and the union will run flat until the end of the record. Producers and that the contract negotiations might prove to be an extended affair as a result.

The new Philips 78 r.p.m. disk eliminates the necessity of purchasing a new attachment to play them. This is quite important in Europe, where such attachments are expensive (\$25 to \$40), and being luxury items cannot be sold at the present time. The disk eliminates most breakage, cuts shipping charges, and is more economical to the consumer. It is now available in Holland, France and Belgium, and will soon be ready for Canadian and South American markets.

Mercury Sets Coast, Atlanta Sales Confabs

CHICAGO, Jan. 12.—With the Eastern and Midwest sales meeting concluded, Mercury has set up a West Coast session in two weeks and follows with a special country and western sales conclave in Atlanta in four weeks.

Attending the New York, Chicago and Los Angeles sessions for Mercury are Art Gillette, vice-president; Art Talmadge, vice-president; Morris Price, sales manager; Joe D. Bennett, manager; Bob Shad, rhythm and blues; Dick Kilpatrick, country and Western; David Price, classical, and Kenny Meyer, jazz. The group from Green, Talmadge and Kilpatrick will handle the Atlanta session.

Two local field representatives, who will work under them, were appointed this week. They are Frank Zardier, formerly with King Records, who will cover the eastern territory, and Benny Miller, who has done some d.j. promotion for the company and prior to that was associated with Laurel Music on the West Coast.

MCA Signs Up Mr.-Mrs. Hefti

NEW YORK, Jan. 12.—The contemporary "Mr. and Mrs." band, featuring Neal Hefti and wife, Shirley Wayne, returned via the Coral Records label this week signed to a term booking deal by the Music Corporation of America. The husband-and-wife alied ork team inked with MCA three Veseps Larry Barnet after their first appearance in New York months by reps of each of the major band agencies. The pair recently signed a personal management contract with Sam Fields, who represented the couple in making the arrangement.

Pins drawn for the band by Fields, MCA and the couple call for organization of the unit to take place in the near future. The band, which will be a 14-piece

in the year. These contract stipulations, thereby provide studio musicians with a minimum of 10 hours work per week.

According to Local 47's J. W. Gillette, the AFM will seek to resolve the question of whether the studios will be forced to reduce their releases and those made primarily and/or specifically for television. The AFM has been in contract negotiations with the major flickeries (the Motion Picture Producers Association) as a rule pattern, the basis of agreement made with the independent motion picture producers. The independent studios have not moved, but as in previous years, negotiations for these contracts will not run out until arrangements and terms have been drawn with the majors.

It is generally believed in the trade that the AFM will propose to accept Local 47's proposal as the basis for the new contract negotiations. The union will run flat until the end of the year, and the contract negotiations might prove to be an extended affair as a result.

Sound Out Folk Jocks on Plan For Trade Meet

HOLLYWOOD, Jan. 12.—Feelers were sent out this week for what may be the first regional convention of folk jockeys. The meeting, to be held in Houston, will be sponsored by the Western Folklife Center.

Letters to 150 opaque stations in the territory east of Cincinnati, seeking those ready to go to a suggested meeting during the month of Horton, in his letter, stated that in conversation with Neilson King, WCAU, Cincinnati, who is president of the Billboards' annual h.b. and Western poll for the past three years, he was told that WCAU, Port Huron, Va., had been lead to believe that there is need for such a meeting.

Horton reports that the get-together might be held in Cincinnati with "several recording companies and name talent coming in from all over."

Only previous attempt to organize d.j.'s in some kind of co-operative group was the one made by Tony d.j.'s about a five years ago when Universal Pictures tried to set up a recording studio for the premiere of a D.J. sequence feature.

This attempt failed. Several stations with a strong desire to organize jockeys in the pop field locally and regionally.

(Continued on page 41)

SIGNATURE BUY REMAINS ENIGMA

CHICAGO, Jan. 12.—Answer to the question, "Who's buying the Signature disk catalog?" remained unanswered this week despite a series of repeated inquiries and fast fact visits to the Mercury headquarters here by Bob Thielz early in the month.

Thielz, who left for Florida after meeting with Mercury officials, did not comment on the outcome of the visit, but diskery execs said "no deal has been finalized."

Loesser Buys Out Morris in Susan Music

Musical Scores, Pop Single Hits In Org's Catalog

NW YORK, Jan. 12.—Songwriter Frank Loesser this week became sole owner of his Susan Music publishing when he bought E. H. Morris' interest. Morris' interest in the firm, which was formed to house all of the clippings and records of his songs, along with his musical publications, was sold to Loesser.

His musical publications, along with his scores to "Guys and Dolls" and "Where's Charley?" as well as such hits as "Copy That," "She's a Good Sport," "Hoop-De-Doo" and "Baby, It's Cold Outside," money terms of the sale.

Christmas record business, which was slowest in December, built slowly until three days before the holiday. In some areas Monday, Dec. 24, would be one of the big

record-selling days in many

Disk Dealers End Year in Okay Shape

Distributors Pleased With the Situation; Photo Sales Help in Most Major Areas

NEW YORK, Jan. 12.—Record dealers' cracking up with distributorship improved during 1951, almost in every section of the country. Even the Midwest area, in which dealers tied up major cities to such extent that many towns now have more than one distributor, saw a leveling off of unbalanced inventories, the heavy last-minute Christmas rush in many sections, and a final settlement of the three-speed confusion.

In most instances, distributors report that the business of 1951 was greatly improved over the first six months. Payments were prompt and credit terms took advantage of quick payment discounts where offered. Distributors who used delivery plans claim that many dealers are sending thru checks before due. Very few distributors have been unable to meet their 100 per cent fund sets aside for bad debts. Several distribute claimed that the credit standing of dealers were better than at any time since 1945.

Christmas record business, which was slowest in December, built slowly until three days before the holiday. In some areas Monday, Dec. 24, would be one of the big record-selling days in many

U. S. May Help Metal Easement On Instruments

NEW YORK, Jan. 12.—The results of the series of meetings held in Washington last month between officials of the National Production Authority and music industry executives were announced that increased materials allocations will be given to NPA. Manufacturers of pianos, band instruments and musical instruments will pick up the lack of metal inventories and the effect that current restrictions will have on industry employment.

Industry meetings held by band instrument manufacturers are practically exhausted, with the exception of brass. The industry during the first quarter of this year is expected to be 30 per cent lower than the 1948 period. The industry labor force in the musical instrument field is expected to be reduced by 20 per cent. Piano industry asked that the NPA select a different base period for the allocation of metal to the manufacturers. Current base period is either first half of 1950 or last half of 1949.

BMI Issues "Meet Artist" Biog Tome

NEW YORK, Jan. 12.—Broadcast Music, Inc., this week issued a book called "Meet the Artist," which contains black and white sketches of 144 recording artists along with ratings of each artist's recordings of licensed songs. The book is being sold to all radio stations for use in programming disc shows.

Compiled by Russell Sanick, BMI director of projects, the book is actually an enlarged and revised compilation of similar "BMI Disc Data." The licensing org intends to issue supplementary lists to keep the book up-to-date with revised editions. The compilation and writing of the tome took Sanick more than six months and includes pop, country, rhythm and blues and Latin-American artists.

CARVER AWARD TO DUCKWORTH

JOPLIN, Mo., Jan. 12.—"Sound Off!" composer Willie Lee Duckworth received the "George Washington Carver Achievement Award," here, under the sponsorship of the Joplin Chamber of Commerce. The birthplace of the famous scientist, and January 5, his birthday, is celebrated here each year.

(Continued on page 41)

ing and billing, to be in the record business. Smaller firms have had to learn to live with the situation, under these circumstances, by dispensing with warehouse space and reducing their stockroom and elimination of shipping departments.

Empire Record Corporation, a new pressing plant for a number of small labels, has been opened at 99 cents and three-records 45 or 78 r.p.m. packages at \$1.49.

Ehlert Moves To Chi GAC

CHICAGO, Jan. 12.—General Agent for the Chicago area this week appointed Bob Ehlert, formerly with the cocktail department at Columbia Recording Co., to fill the vacant top slot for as little as 100 records of a number, at competitive prices.

This means that the pressing plant will take a large part of the responsibilities of record company out of the manufacturers' hands, so much so that a great deal of the work will have to only have to worry about the recording sessions, and their sell-

ies handled. These labels usually have the record label put their name on a new release, with only a few samples going to the diskery itself. Manufacturers will want units to have steady sellers, and without warehouse space or shipping facilities.

The custom department also collects and packages records, saving another operation for independent labels.

The Columbia Transactional pressers are in the business of getting to drop-shipping. The firm does still LP's into diskery, though, and with the introduction of the 12-inch disk, it will even pack the items individually for distributor and record store accounts.

Ehlert will move into the one-nighter spot vacated by Whitehill, who has left the business.

New York where he will open his own personal management office.

no matter how much is charged for these services.

THAT DISK ASSN.

Dealers Join New Org, Pose Queries

NEW YORK, Jan. 12.—The much-talked-about local record retail dealers association appeared to be making some headway this week, altho several pertinent matters concerning the group still remained in the dark. The so-called New Association of Record Dealers, Inc., staged an open meeting Thursday (10), attended by about 100 dealers, who were invited to join the association. More than half of the dealers present said they had already joined. The meeting was presided over by Charles Lichtman, co-owner of the Whirling Disc Record Shop, Albert S. Miller, formerly head of a trade association for the con-

cerned washing-machine industry; and Charles Katz, of the Katz and Wolchover legal firm, which represents several trade organizations.

Stated purposes of ARD were to end price-fixing, unfair trade practices, and the elimination of distributor discrimination. Katz told the dealers that he had already filed a complaint with the Federal Trade Commission, was preparing a law suit charging violations of the Robinson-Patman Act against record dealers and manufacturers. He also told the assembled dealers that the ARD would fight for several new laws, including the Michiganings Act which would require both signers and non-signers of the agreements to abide by the terms.

Talks "Strika"

According to Katz, the dealer group would "strike against gamblers, persons who buy records who did not play fair." He pointed out, however, that he associated actions against any one dealer, manufacturer or distributor. Dealings would be held with another meeting would be held within the next three or four weeks.

A mild hassle developed over the question of whether the ARD and ARD officers. Dealers joining Thursday (10) were asked to pay dues of \$6 a month. Some were told they could do so after February 1 I would be asked to pay a \$25 initiation fee in addition to the \$25 monthly fee. At this point the rhubarb started. A number of dealers demanded to know what they were getting for their money. They were told that they are "not yet on salary."

The meeting closed with a vote of confidence in the executive committee to work with the ARD officers. Committee consists of Allen Blanck, Mrs. Elizabeth Nease, Jack S. Elizur, Music Shop; Ben Rutland, Thalia Record Shop; Mr. Frank, of Victor Record Co.; and Mr. Levenson, Arcade Associates.

THE BILLBOARD

TAKES ROOT

Middle West
Losing Welk
To California

HOLLYWOOD, Jan. 12.—The Midwest territory may be losing a lot of time on one of its most important band properties, for Lawrence Welk, the bandleader and master, this week purchased a home in Brentwood here and is selling his house in Des Moines, Iowa, where he said that he intends to move his family to the Coast when the children finish the school term. He expects to obtain a dispensation from his wife, Dorothy, who will remain at Marquette University, Milwaukee, where she is a student.

Welk said that he has been urged to return to the Midwest balloonists, but that he is continuing with his tour of the West Coast and the Southwest. His present engagement is with the Midway Club in Los Angeles, but he now garnered a bankroller (*The Billboard*, January 13). Welk has a 13-week pact with the Angelenos.

Welk said that even if he is freed of his local TV obligations, he intends to spend no more than three months of the year touring.

that time.

The Billboard, however, learned the names of the ARD officers yesterday (11). Officers quoted were president; Mrs. Lewis, Lewis Radio; Vice President, Roy Lockesley; Al DiMaggio, Disc Record Shop; Al DiMaggio, Disc Record Shop; Vice President; and Sol Slotkin, Rivoli Music, sergeant-at-arms. It was also reported that the new president, Lichtman had been elected for a one-year term, and that both Gorham and Katz had been retained for one year, but that they are "not yet on salary."

The meeting closed with a vote of confidence in the executive committee to work with the ARD officers. Committee consists of Allen Blanck, Mrs. Elizabeth Nease, Jack S. Elizur, Music Shop; Ben Rutland, Thalia Record Shop; Mr. Frank, of Victor Record Co.; and Mr. Levenson, Arcade Associates.

Petrillo Okays
Toronto Prexy

TORONTO, Jan. 12.—Plans for a new election sought by the Toronto Musical Protective Society were nullified following the arrival of international treasurer of the American Federation of Musicians, Henry J. Steeper, in the city.

Elections held last month brought opposition of some 50 per cent of the membership against President Walter Murdoch for the remainder of the local term, and other demands. Steeper, who will remain at Marquette University, Milwaukee, where she is a student.

The results of the election, held in the name of Murdoch by Carron Bray, who headed a slate which sought to remove from control of the union those men who were responsible for the strike. These are men who take odd jobs at music.

Another meeting was held following the election, and under a motion brought by Murdoch, because of a technicality in the holding of the election, the election was declared null and void by the membership. But as one newspaper put it, "the long and short of it is that Murdoch declared the first election as legal."

Members of the executive board include Gurney Timmash, Bill Alford, John H. Clegg, Roy Lockesley, Les Foster, Harry Freedman, Sydney Gangbar, Alfred Shaul, Brian McCool and Ernest Johnson.

Richmond to
Publish First
Flicker Tune

NEW YORK, Jan. 12—Pubber Howie Richmond this week picked up the rights to the title song, including the rights to "Lady Love," from producer Bob Russell and Leslie Lee, who recently made Columbia Pictures film, "Sound Off."

Diskings of the tune are now being set. Copyright will be held by the Richmond-Cromwell catalog.

Flick stars Mickey Rooney.

GOLD GUITAR

Les Paul and
Mrs. Got It
From Capitol

NEW YORK, Jan. 12—Capitol Records Prexy Glenn Wollach presented the Les Paul-Mary Ford team with a gold guitar in honor of the duo's sale of 6,000,000 disks during 1951. According to Wollach, the band-wife team went over the million mark on "How High the Moon" and "Mating in Hillbilly Land." Wollach is waiting for the Sunrise," "Tennessee Waltz," "Just One More Chance" and "Whispering" which sell 500,000 copies each. Other big sales items for the team were "Jingle Bells," "I'm a Little Teapot" and the Les Paul-Mary Ford albums.

On the basis of the usual 5 per cent royalty paid disk artists, the record company said the team earned about \$180,000 from disk sales last year.

TURN BACK THE
HANDS OF TIME

EDDIE FISHER—Victor
JERRY GRAY—Decca
BOB SANDS—Capitol

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Capitol 1808

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THANKS for your FINE RECORDINGS of

'SLOW POKE'



HELEN O'CONNELL
CAPITOL #1837



ROBERTA LEE
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Music as Written

Tosy in Class 15th

Season With Benefit . . .

Arturo Toscanini will give one of his rare benefit performances on March 29 to close his 15th annual season with the New York City NBC Symphony Orchestra in behalf of the Building Fund of the New York City Hospital. Joe Barnet is head of the Infantry Concert Committee. The benefit performance will feature a reading of Beethoven's Ninth Symphony. The conductor currently is auditioning soloists for the performance.

Johnnie & Jack Got

Better Victor Pad . . .

The RCA Victor country division Johnnie & Jack have been inked to a new recording contract with the diskery, as a result of the sales performance of their recent releases. All of their past work was torn up and superseded by the new contact at better terms.

YPR Separate Entity, No Merger Ahead . . .

Following some trade confusion on the part of the Young People's Peoples Records and Children's Record Guild diskery, since recent YPR management has been merged with the Recording Society, YPR last week sent out assurances to its dealers and to the public that the two firms will not merge with CRG. The YPR statement emphasizes that it will maintain a sales organization distinct from the diskery, separate from the CRG set-up. American Recording Society will, however, act as distributor of records and promotion agency for CRG disks.

Pollack Units Mercury

For Telco Distribute Post . . .

Hank Pollack, Eastern sales representative for Mercury for the past year, has been promoted to manager of the Mercury's Cleveland branch, resigned last week to become managing director of Telco Distribution Co., Inc., which handles television sets, changers and other appliances. No replacement has been named by Mercury to take over the territory covered by Pollack.

Strike at K. R. Smith,

But Can't Work . . .

A strike was called against the indie pressing plant of K. R. Smith, a division of Alford Recording Manufacturing Company, Thursday (10). In order to keep up production, the firm is shipping all materials to its West Coast plant via air freight and finished pressings are being shipped back East for distribution.

Muscarella Signs P.M.

Parties With Morgan . . .

The personal management partners were finally linked last week when they agreed to add night to handle p.m. duties for Al Moreno. Muscarella also handles Tony Bennett. Expected within the next two weeks are additional signings to increase Muscarella's talent stable.

Saul Bihari Making Plunge,

Marrying Coat Cover Gal . . .

Mastromino is finally taking one of the four Bihari brothers who operate the Bihari and PM diskery in Hollywood. Sam Bihari, third in the line of the four disk manufacturing brothers, marries Linda Petrucci, a 19-year-old cover girl, February 14. Lee, Jules and Joe will be attendants at the nuptials.

New York

Tommy and Mary have been booked for a series of personal appearances. Currently at Morton's, New Orleans, she opens at the Mayan, Miami, Cleveland January 14 for one week, then the Town Hotel Milwaukee, the week of February 5; and at Casino Theater, Toledo, Ohio, the week of February 22. Between these dates, the thrum will double back to New York for three weeks in early March . . . Current Collier's mag features a piece on Columbia's pop recording director Mitch Miller . . . Ink Spot Bill Keith and his band will be backstage party to celebrate his marriage on the 15th. The theater opening Wednesday (16).

Decca Records executive vice-president, Leonard Schasdras, has to Nashville Thursday (10) to spend several days with the diskery's

country talent . . . Decca's pop recording topper, Morty Palitz, appears this weekend in Philadelphia to voice a record with Jane Turner . . . Crooner Alan Dale cut two sides for the Decca diskery. The diskery struck a deal with the actress Arthur Shrimkin, Simon & Schuster a&r chief, is off to Hollywood January 21 . . . Joe Harnett, Columbia's a&r staff entered Polyclinic Hospital here last week for a check-up . . . Decca's new manager, Jim Salsal left for a three-week talent scouting tour in South America.

Ron Mitchell, rep of Capitol-Connally Music, returned to New York Saturday (12) after a vacation in Nassau . . . Sandy Joy is penning a new composition, novelty tune "I Stood and Threw Confetti," written by Michael Carr, arranger of Carr's ditty "The Bible Told Me So" for Bibletone Records.

The Wavers, currently at the Park Lane Hotel, Denver, have been set for the following appearance: Hotel Colorado, Colorado Springs, January 24 to February 3; Yankee Inn, Akron, February 4-10; New England, February 11-17; Marion, February 23 and 24; Oklahoma A & M, (concert), March 19, and a return date at the Hotel Colorado, April 1-7 . . . First series of concert dates are being lined up to fill in open slots on the group's schedule . . . First concert performance of Miklos Ross's "Quo Vadis" symphony suite will be held in Kansas City, January 20, followed by the Kansas City Philharmonic orchestra performing the work . . . L. E. Ladd arrived in town last week to set up permanent Eastern headquarters for the Lutz Brothers and Herbert Publishers . . . George H. H. Hausey of Dean Phonos shows on January 15 for a three-week sales trip to the West Coast . . . Dick Cash goes into Ben Makris's Roadside, Tuesday (15) . . . Betty Clooney has been set for a week at the Chandelier, Baltimore, beginning January 21.

Chicago

Eddy Howard, who opened at the Oriental this week, cut five sides for Mercury's Kandy Meyer. Mercury disc jockey promotional man, doubling with Howard at the theater . . . Earl Hines has joined the band set to play the Note for a week starting February 8 . . . Harbie Fields held dates at the Studio Club in Chicago February 14, then moves to Denver where he opens at the Zanzibar, February 18, . . . Eddie South liner February 3, run at the Auditorium February 10 . . . Baby I' Scuira, set to return from Honolulu, has been added to the bill and over for an additional four weeks . . . Corral picked up Jack Haskell's option with a one-year pact.

Morgan, who has performed at the Blue Note Friday (11), made a quick trip to Milwaukee, Tuesday, January 15, to see Billy Charles. Mercury launch his first nite engagement at the Town Club . . . Jack Russell, Mutual, New York, has been booked for Jack Haskell and Connie Russell. Dee Kilpatrick returns here in two weeks to cut Lulu Belle and Scatty.

Hollywood

Paul Neighbr's band opens at the Claremont, Berkeley, Calif., January 22, where he remains until May 5, when he opens at the Statler, New York . . . His first Gotham engagement, until the room closes for the summer hiatus . . . Nick Stuart, the MCA band leader, is deserting the bandstand at the Fox . . . The band has been forced to flicker for a short stint as a heavy in a Columbia series . . . Stuart was a bigger picture years back . . . McConville, who has had half Henry Busse's ark in five telepix.

Ron Morgan has given McConville the go-ahead to begin touring to handle him for TV. Morgan is being paired with Artie Traum, who has been appearing mainly in a 30-minute seg . . . Ralph Wonders, of Arenas Stars, Inc., will replace Leonard Roman, the firm's new York manager, in taking the agency February 13 when his two-year pact ends with a radio station.

Mary Ford and Les Paul, currently at Ciro's, have dropped in to see the new Miss Universe, and Colleen Sonnemann. Miss Ford's sister, who did the off-stage double voicing with her. Kammen and

(Continued on page 44)

GORDON JENKINS
and His Orchestra
and Chorus

"Somebody
and
"ANNA MARIA"

DECCA 27912 (78)
DECCA 9-27912 (45)

DECCA RECORDS

America's Fastest Selling Records

New COLUMBIA Hits!

DORIS DAY with
PAUL WESTON
and his Orchestra



"BABY DOLL"

b/w

"OOPS"

Both from "The Belle
of New York"
78 RPM 39637—45 RPM 4-39637

GUY MITCHELL with
MITCH MILLER and his Orchestra



"WE WON'T LIVE
IN A CASTLE"

b/w

"WIMMIN"

78 RPM 39639—45 RPM 4-39639



TONY BENNETT
with PERCY FAITH and his Orchestra



"SILLY DREAMER"

b/w

"SINCE MY LOVE
HAS GONE"



78 RPM 39635—45 RPM 4-39635

JOHNNIE RAY
with the FOUR LADS



"PLEASE
MR. SUN"

b/w

78 RPM 39636
45 RPM 4-39636

"Here Am I
BROKENHEARTED"

Orchestra under direction
of Jimmy Carroll

THE BIG ONES—THE NEW ONES are on . . .

COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

M-G-M RINGS THE BELL with . . .



BLUE BARRON

And His Orchestra

I WISH

63 I HAD

from the Warner Bros. film, "I'LL SEE YOU IN MY DREAMS"

backed with TEARS

78 RPM—MGM 11136 • 45 RPM—MGM K11136

THE GREATEST NAME IN
SCHOOL BOOKS

THE BILLBOARD Music
Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey figures at The Billboard's Popularity Chart. Based on reports received weekly 9, 10 and 11.

Last Week | This Week

- 1. Slow Poke**

... By Fred King, Redd Stewart and Sherman Price—Published by Repertoire (BMI).

RECORDS AVAILABLE: E. Fischer, Vol. 29-4173; A. Specialty/Charley, Columbia 3000; G. Jody Sceptre 1-A; Shure 12999; H. Koenig, Koenig 1000; T. Hill, Hill Music 5749; Preo Five King, Vol. 21-04987; R. Lee, Dec 27192; A. Mercury, Mercury 5713; W. S. Gordy, Gordy 3377; J. Weston, Weston 4-Time 1000.

ELECTRICAL TRANSCRIPTION LIBRARIES: Same Company, Standard or Westinghouse, Standard; Glen Over, Associated.

2. Cry

By Chuck Carroll/Kentucky—Published by Miller (BMI).

RECORDS AVAILABLE: E. Larion, Carol 62950; R. Clegg, Capitol 162; P. Chesser, Dec 27193; B. Farrell, MGM 11133; Four Freshmen, Capitol 1875; G. Liles, Atlantic 1000; J. Weston, Weston 4-Time 1000; W. S. Gordy, Gordy 3377; The Los Tres Diminutos, V-23-3623; D. Mcularis, Derby 787; J. Ray, Shaw 6492; C. Taylor, Mercury 8552; J. Velti & N. Winterhalter, V-20-4361; B. Williams, V-20-4362.

ELECTRICAL TRANSCRIPTION LIBRARIES: Only Down, Thesaurus; Glenn Over, Associated.

3. It's No Sin

By George Seven and Chester Shall—Published by Algonquin (BMI).

RECORDS AVAILABLE: S. Shall, V-20-4326; B. Carl, Capitol 1001; W. Green, V-20-4327; B. Farrell, MGM 11133; Four Freshmen, Capitol 1875; G. Liles, Atlantic 1000; J. Weston, Weston 4-Time 1000; W. S. Gordy, Gordy 3377; R. Lee, Dec 27192; B. Phillips, Phillips 1000; A. Prystay, Dec 27193; T. Hill, Hill Music 5749; W. S. Gordy, Gordy 3377; S. Shaw, Shaw 6492.

ELECTRICAL TRANSCRIPTION LIBRARIES: Daily Down, Thesaurus, Decca, Russell, Long-Health, Glen Over, Orpheus, Associated.

4. Tell Me Why

By Al Alberts and Marty Gold—Published by Sigmar Music Co. (BMI).

RECORDS AVAILABLE: N. Bailey, Okeh 4632; E. Fisher & H. Winklerstein, Columbia 3000; G. Liles, Atlantic 1000; J. Weston, Weston 4-Time 1000; G. Liles, Dec 27193; R. Lee & G. Martin, Dec 27192; R. Mercury, Mercury 5713; Shaw, Shaw 6492.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Sloane*, Associated.

4. 5. Shrimp Boat

... By Paul Mason, Howard and Paul Weston—Published by Walt Disney.

RECORDS AVAILABLE: D. Everett-L. Besser, Cap 3872; O. Brown, King 15132; B. Farrell, MGM 11133; S. Gray, Dec 27192; S. Brown, King 15132; W. S. Gordy, Gordy 3377; Dec 27192; W. S. Gordy, Gordy 3377.

6. Little White Cloud That Cried

... By John Ross—Published by Larry Seier.

RECORDS AVAILABLE: L. Dialing, Capitol 1872; H. Lance, Mercury 5713; R. Lee, Dec 27192; R. Mercury, Mercury 5713.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Dawson, Associated; Daily Down, Thesaurus.

5. 7. Down Yonder

By Fred King—Published by Lester (ASCAP).

RECORDS AVAILABLE: E. Fischer, Vol. 29-5355; H. Carson, Dec 46-1627; J. (Finger) Carr, Carr 1777; L. (Piano Red) Cole, Abey 1585; S. Gandy, Dec 46-2305; G. Liles, Atlantic 1000; J. Weston, Weston 4-Time 1000; W. S. Gordy, Gordy 3247; F. Martin, Vol. 29-1647; F. Petty Tyle, MCA 13697; E. Smith, King 15132; W. S. Gordy, Gordy 3377; W. S. Gordy, Gordy 3377; Tennessee 715.

ELECTRICAL TRANSCRIPTION LIBRARIES: Sam Russell, Long-Health; The Slaters, Associated.

8. Undecided

RECORDS AVAILABLE: M. Abrahams, King 4464; Ames, Brothers-L. Brown, Davis & Co., Inc., Worcester, Prestige 91a; N. Anthene, Cop 1824; O. Orpheus Dix, Perfect Disc, E. Fitzpatrick, Cop 2545a; E. Garner, Regent 1046; G. Landis-K. Garrene, The 2735; B. Lucy Juvaline 9670; C. Prentiss Senter, Modern 1011; M. Snail, King 1512.

8. Reasons of Van

- 9. 5. Decade of 100**
By Arthur Hammerstein and Dorothy Willkens—Published by Broadcast
RECORDS AVAILABLE: L. Armstrong, Dec 27618; R. Berlin, Mercury 5443;
L. Bamber, Cpe 1492; E. Borchert, Light One, Armstrong 23603; G. Burns, King 3244;
C. Cason, Cpe 1493; J. Cason, Cpe 1494; C. Condon, Columbia 23604; Bob Crosby, Genn 6-0451; D. Daniels, Lenox, Dec 27619; J. Diamond, MGM 20397; J. Peerce, W 34-3426; T. Smith, United 1000.
ELECTRONIC TRANSCRIPTION LIBRARIES: Many Cities Associated, Cincinnati;
Great Lakes, Standard; Chuck Foster, Long-north, Vicent Label, Theatrical, Elkhorn,
Mills, Standard.

- 10. Sharmane

- By Erna Rege and Lou Pollack—Published by Lira (ASCAP)
RECORDS COMING—U.S. Ammons, Prestige 914; G. Baker, Col 243494;
B. B. Brinkley, Col 243495; M. Davis, Atlantic 3314; R. Flanagan, Capitol 18-437; Four Knights, Capitol
1875; Karmelitzes, Mercury 57472; B. Hayes, MGM 11312; N. Heflin, Coral 655929;
G. Jerome, Col 278549; K. Koch, Acme 960; J. Lee, Col 243496; E. Lombardi,

OM 23763; J. Lanceford, Dec 25-42; A. Lyman, Cat 33508; Manchester, London 1028; V Monroe, V 36-4375; B Peacock, King 4504; Key-O-Vac, Dec 48263;

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New Popular Records

Week Ending January 19, 1952

Tomorrow's Hits -TODAY

- 78 rpm 45 rpm
- "THE BLACKMOUNTAIN BLUES," "LOVE ME OR LEAVE ME" 1922 F1922
 - "ANY TIME," "CRAZY HEART" Helen O'Connell 1955 F1955
 - "THE TAVERN SONG," "SWINGIN' DOWN THE LANE" Jim Garber 1905 F1905
 - "SNOWY RAIN," "BAGPIPE MELODY" Joe "Fingers" Carr 1976 F1976
 - "WHAT TAKE MY SUGAR TO TEA," "CHARMAINE" Billy May 1919 F1919

TOP SELLERS in POPS

- "JUST ONE MORE CHANCE," "JAZZ ME BLUES" 1925 F1925
- "DOWN YOUNDER," "IVORY RAG" Joe "Fingers" Carr 1777 F1777
- "UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole 1908 F1908
- "TIGER RAG," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford 1920 F1920
- "SLOW POKE," "I WANNA PLAY HOUSE WITH YOU" Helen O'Connell 1937 F1937
- "THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford 1748 F1748
- "ROCK CITY BOOGIE," "STREAMLINED CANNON BALL" Tennessee Ernie and The Glasing Sisters 1911 F1911
- "OH," "CHARMAINE" The Four Knights 1975 F1975
- "MISS ME," "HERE'S TO MY LADY" Nat "King" Cole 1993 F1993
- "SHRIMP BOATS," "JALOUSE" Dick Beavers and Les Baxter 1973 F1973

in WESTERN & FOLK

- "HEARTBREAK RIDGE," "TEENNESSEE ROSE" Wesley Tuttle 1916 F1916
- "WON'T YOU RIDE IN MY LITTLE RED WAGON," "KEEP A LIGHT IN YOUR WINDOW TONIGHT" Jimmy Wakely 1980 F1980
- "A NINETY DAY DOZEN BOSES," "ONE MORE BEER" "Rock" Billie Little 1909 F1909
- "A BRAND NEW BOOM," "WHAT HAPPENED TO OUR SUMMER LOVE" Joe Allison 1899 F1899
- "A BLUE MILLION TEARS," "RIVER OF LOVE" Carl Butler 1991 F1991
- "BLUE ROLLING BELLS," "TEAR ON MY GUITAR" Eddie Dean 1915 F1915
- "TOS & FANT," "BABY BROWN EYES" Shelly Manne 1890 F1890
- "TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson 1970 F1970
- "TIS SWEET TO BE REMEMBERED," "SEND ME A PENNY POSTCARD" Jimmie Skinner 1889 F1889
- "I FEEL LIKE A WRECK," "SMOKIN'AD'S BLUES" Bob Morris 1982 F1982

THIS ONE REALLY ROCKS

TENNESSEE ERNIE and the DINNING SISTERS

"ROCK CITY BOOGIE"

and "STREAMLINE CANNON BALL" RECORD NO. 1911

JAN! JAN! THE JUKE BOX MAN

JAN GARBER

"the tavern song" and "swinging down the lane"

Vocals by Roy Cordell and Ensemble RECORD NO. 1905

This
Week's
Releases

CAPITOL

BILLBOARD
TOP SELLERS
GOLDEN
GLOBE

ARTISTS & SONGS	78 rpm 45 rpm
CLYDE McCOY with His Orchestra	SUGAR BLUES BOOGIE 1937 F1937 I JUST LOVE AFFECTION
DEAN MARTIN with Orchestra Conducted by Bob Crosby	UNTIL MY HEART HAS FOUND A HOME NOW
MARGARET WHITING with Orchestra Conducted by Leo细木	OOPS! 'ROUND AND 'ROUND
LOU DINNING with His Orchestra	SAD GIVE ME TIME
GORDON MacRAE with Chorus and Orchestra Conducted by Van Armatre	GREEN ACRES AND PURPLE MOUNTAINS BABY DOLL
HANK THOMPSON	THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA
GENE O'QUIN	I'M GONNA FIND ANOTHER SWEETHEART LET ME CHANGE YOUR NAME



National Sales Headquarters, Capitol Records Distributing Corp., 250 W. 57th St., New York

THE BILLBOARD Music Popularity Charts

• Records Most Played by Disk Jockeys

... Based on reports received January 9, 10 and 11

Records listed here in numerical order are played over the greatest number of record sheets. Lists are based on reports from weekly surveys among disk jockeys throughout the country. Unless shown in this chart, other available records or names listed here will be found in the Year Book of Hit Music Popularity Chart, Part II. (R) indicates time is from a Ring; (M) indicates time is from a Light musical.

POSITION

Weeks Listed This

To Date This Week

9	1.	CRY	J. Ray	Dish/786840; 1454-4880-BMI
17	2.	SIN	E. Howard	Mercury/781573; 1455-173X-BMI
8	3.	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Four Aces A. Alberts
6	4.	TELL ME WHY	F. Fisher H. Winterhalter	Dish/781574; 1455-2786-BMI
10	5.	SHRIMP BOATS	J. Stafford P. Weston	Char/7813582; 1454-3958-ASCAP
7	6.	SLOW POKE	R. Flanagan	VTR/7824373; 1454-47437-BMI
6	7.	ANY TIME	E. Fisher H. Winterhalter	VTR/7824395; 1454-47439-BMI
4	8.	CHARMAINE	P. Weston	Char/7813584; 1454-3958-ASCAP
27	9.	BECAUSE OF YOU	T. Bennett P. Faith	Gent/7807932; 1454-39162-BMI
2	10.	CRY	E. Berlin	Coral/7805929; 1454-40592-BMI
16	11.	UNDECIDED	Ames Brothers L. Brown	Gent/7805946; 1454-40594-ASCAP
4	12.	DANCE ME LOOSE	A. Godfrey	Char/7807932; 1454-39162-ASCAP
2	13.	BERMUDA	Bell Sisters	VTR/7814022; 1454-4422-BMI
2	14.	SLOW POKE	A. Godfrey	Gent/7807932; 1454-39162-BMI
8	15.	SLOW POKE	Pete Weing Kang	VTR/8024049; 1454-40495-ASCAP
10	16.	JALOUSIE (Jealousy)	F. Laine	Gent/7815951; 1454-59585-ASCAP
5	17.	SLOW POKE	H. O'Connell	Gent/7815837; 1454-1887-BMI
2	18.	TELL ME WHY	E. Fisher H. Winterhalter	VTR/8024047; 1454-4427-BMI
10	19.	UNDECIDED	R. Anthony	Gent/7813584; 1454-3958-ASCAP
24	23.	COLD, COLO. HEART	J. Bennett P. Faith	Gent/7813944; 1454-39449-BMI
1	21.	TIGER RAG	L. Paul M. Ford	Gent/7819102; 1455-1825-ASCAP
3	24.	JUST ONE MORE CHANCE	L. Paul & M. Ford	Gent/7819102; 1455-1825-ASCAP
17	23.	SIN	Four Aces A. Alberts	VTR/8021031-BMI
1	24.	I WANNA LOVE YOU	Ames Brothers	Gent/7805927; 1454-40517-ASCAP
6	25.	CHARMAINE	J. Jenkins	Dish/7812559; 1454-27895-ASCAP
2	19.	WHEN IT'S SLEEPY TIME DOWN SOUTH	L. Armstrong G. Jenkins	Dish/7812789; 1454-27899-ASCAP
1	26.	SLOW POKE	R. Lee	Dish/7812779; 1454-27792-BMI
9	15.	CHARMAINE	Montalvo	London/7810300; 1455-1209-ASCAP
1	28.	BE MY LIFE'S COMPANION	Mills Brothers	Dish/7812589; 1454-27899-ASCAP
21	28.	BECAUSE OF YOU	L. Baxter	Pow/7807949; 1454-1955-BMI

VOX JOX

By JUNE BUNDY

Ad-Lib Cuttings

"Hey why don't you give any info on *TOM & MARY*? Edwards?" His *All Over Again* record has been here since Jerry Blasz, K-Tel, San Antonio, Tex. "How about more Columbia White Labels? Are they good ones?" "They're good Decca," Bill Merchant, WKBZ, Muskegon, Mich., writes. "Worchester, Mass., writes: 'What's the commercial to one-part season's greatest? They'd better be sent me a regular old-fashioned Christmas card.' " Milwaukee, Wis., Billboard's Milwaukee rep, has instigated a disk jockey jam session for his vet patients at Veterans Administration Hospital, Woods, Wis., January 24, which over 400 vets scheduled to be there will enjoy a roster of deejays from each of Milwaukee's seven radio stations. Each spinner will spell a little of his own personal platter, in addition to handing out prizes donated by local record companies, such as Merchants, Brys Bond, B-P, Sunfolk, Va., and married Martha Anne for a month. Wedding was help for a day, a month pending arrival of the WPLM Manager Fred Hart and Brys' wife, Marjorie, and their son, Qwalney. To keep down the cost, he took for his early morning "Top Shelf" over air WKKL, WPLM, and the station installed studio equipment at Tibbetts home, 18 miles from WPLM. Rob Buss, WPLM's Port Huron, Mich., cook up a stink that has boomeranged on his personnel and management. For the past two weeks Buss has been airing his show from the top of WHL's radio building, during which time his popularity has dropped from "Indy summer to four-degrees above zero, not even minus nine inches of snow," he claims. This is publicity?" Bill Bowick, WALB, Albany, Ga., recently received a one-week contract with Colonial Dance, Inc., for a Saturday morning kiddie talent show from a local radio station. He had no expected problems over the holidays. They flew in Santa planes just to keep the son's-mom's-junior band name in mind. One of the moppets noted that the plane was a "Southern" plane. Bill flew off the hook by explaining "Southern" is working from the South Port this year.

Gab Bag

Lou Barille, WKAL, Rome, N. Y., writes, "where can a guy get photos of the top recording artists? I'd also like to have suggestions from my fellow jocks concerning sponsorships—such as dance bands, gimbicks, names, features, etc. Incidentally, I'm changing from Buddy Basch. I'm no fool; that was I can get my name in Vox Box every week."

Previews

John Elliott, WPPQ, Peoria, Ill., has launched "A Day with Elliott," a new daily disk program, addition to his "Dawn With Elliott" strip. The new station, has taken over "1020 Club" with Bert Christopher has left KSTN, Colorado City, Okla. KSTN, Colorado City, began a 24-hour broadcasting schedule its month the first 24-hour station in the state. San Joaquin Valley of California's Ray Golden, of that station, says the two sponsors have already paid him for KSTN's new whole 12 to 6 a.m. time period. Frank Evans, WPPQ, Peoria, Ill., has started a Saturday children's show, sponsored by Warners Bros. and Bill Lowery, KGST, Atlanta, in its long-awaited daily show 6-7 p.m., featuring his well-known "Uncle Eb" characterization.

• Best Selling Sheet Music

... Based on reports received January 9, 10 and 11

Titles listed are the captioned best sheet music sellers. List is based on reports received each week from all the nation's sheet music publishers. Songs are listed according to greatest number of sales per title. (F) indicates tone is from a film; (M) indicates time is from stage musical; (C) indicates tone is from a legitimate theater.

POSITION	1	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.	16.	17.	18.	19.	20.	21.	22.	23.	24.	25.	26.	27.	28.	29.	30.
10	1.	SLOW POKE (R)																												
17	2.	DOWN YONDER (R)																												
17	3.	SIN (R)																												
6	4.	SHRIMP BOATS (R)																												
6	5.	CRY (R)																												
12	6.	UNDECIDED (R)																												
4	11.	7. LITTLE WHITE CLOUD THAT CRIED (R)																												
3	12.	TELL ME WHY (R)																												
20	7.	COLD, COLO. HEART (R)																												
29	5.	10. BECAUSE OF YOU (R) (T)																												
3	14.	11. CHARMAINE (R) (T)																												
10	9.	12. DOMINO (R) (T)																												
1	—.	13. ANYTIME (R) (T)																												
16	—.	14. AND SO TO SLEEP AGAIN (R) (T)																												
1	—.	15. DANCE ME LOOSE (R) (T)																												

• Songs With Greatest Radio Audiences (ACI)

Titles listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based on John G. Postman's Audience Coverage Index. The Index is based on New York Radio Check Service's monthly reports to Postman's ACI, the American Recording Service to Chicago and Los Angeles, and the Broadcast Audience Index to the index of total audience in each city.

(F) indicates tone is from a film; (M) indicates tone is from a legitimate theater. In each instance the preceding song's competitive performance rights are the same as the title.

(C) indicates tone is recorded by the Office of Records, Inc., 3470 Broadway, New York 33, and is based on the date of first release in each city. The letter (C) indicates tone is from a legitimate theater.

(A) is reference tone is from a legitimate theater. (B) is reference tone is from a legitimate theater utilizing this information may be aired. Intermissions will be programmed.

A Kiss to Build a Dream On (F) (C) ... Miller—ASCAP

Billie—ASCAP

Bill & Ranger—BMI

Brookside—BMI

Butterfly—ASCAP

Call, Gold Heart—BMI

Carry Me Away (F) ... Miller—ASCAP

Chances Are (F) ... Miller—ASCAP

Close Your Eyes (F) ... Miller—ASCAP

Don't You Know (F) ... Miller—ASCAP

Down Yonder (F) ... Miller—ASCAP

Even Close (F) ... Miller—ASCAP

I Toss to the Tides (M) ... Miller—ASCAP

If You Catch a Little Chick (F) ... Miller—ASCAP

I See You in My Dreams (F) ... Miller—ASCAP

I'm Gonna Get Me Some (F) ... Miller—ASCAP

It Ain't Me Baby (F) ... Miller—ASCAP

It's Only a Paper Moon (F) ... Miller—ASCAP

It's Only Love (F) ... Miller—ASCAP

It's Only You (F) ... Miller—ASCAP

It's You I Want (F) ... Miller—ASCAP

It's You I Need (F) ... Miller—ASCAP

It's You I Want (F) ... Miller—ASCAP

Doris Day sings

with Paul Weston's Orchestra

from the M-G-M film
"THE BELLE OF NEW YORK"

BABY DOLL

backed with

"OOPS!"

RECORD No. 39637

from the Warner Bros. film
"I'LL SEE YOU IN MY DREAMS"

I'LL SEE YOU IN MY DREAMS

RECORD No. 39622

and

I WISH I HAD A GIRL

RECORD No. 39624

**COLUMBIA RECORDS**

for music that sends them . . . to you!

a
great
new
voice

Bob Savage



record no. 1918

“jungle”
and
‘my downfall’



THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Best Selling Pops by Territories

* * * Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, the Billboard is in co-operation with Western Union, sending last week's sales reports from key dealers in the nation's largest record market. After the number of stores quoted in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid possibility of the over-all local picture being unduly influenced by the report of a single store.

NEW YORK

1. CRY J. Ray—Decca
2. SLOW POKE Pee Wee King—Victor
3. TELL ME WHY Four Aces—Decca
4. UNDECIDED J. Fisher—Mercury
5. JAZZMAINE L. Brown—Coral
6. LITTLE WHITE CLOUD THAT CRIED F. Fisher—Columbia
7. ANYTIME J. Ray—Decca
8. LITTLE WHITE CLOUD THAT CRIED J. Fisher—Mercury
9. DOWN YONDER J. Fisher—Mercury
10. SIN E. Howard—Mercury

PITTSBURGH

1. CRY J. Ray—Decca
2. TELL ME WHY Four Aces—Decca
3. ANYTIME J. Fisher—Mercury
4. UNDECIDED J. Fisher—Mercury
5. LITTLE WHITE CLOUD THAT CRIED J. Fisher—Mercury
6. SLOW POKE Pee Wee King—Victor
7. TIGER RAG J. Fisher—Mercury
8. DOWN YONDER J. Fisher—Mercury
9. SIN E. Howard—Mercury
10. CHARMINE J. Fisher—Mercury

ST. LOUIS

1. CRY J. Ray—Decca
2. ANYTIME J. Fisher—Mercury
3. CHARMINE J. Fisher—Mercury
4. CRY J. Ray—Decca
5. SLOW POKE E. Howard—Coral
6. SIN E. Howard—Mercury
7. JAZZMAINE L. Brown—Coral
8. SHIMP BOATS F. Fisher—Weston—Columbia
9. SLOW POKE J. Fisher—Weston—Columbia
10. ANYTIME E. Fisher—Mercury
11. LITTLE WHITE CLOUD THAT CRIED J. Fisher—Mercury
12. TIGER RAG J. Fisher—Mercury
13. DOWN YONDER J. Fisher—Mercury
14. SIN E. Fisher—Mercury
15. CHARMINE J. Fisher—Mercury
16. SLOW POKE E. Fisher—Mercury
17. TELL ME WHY J. Fisher—Mercury
18. SLOW POKE E. Fisher—Mercury
19. CHARMINE J. Fisher—Mercury
20. SLOW POKE E. Fisher—Mercury

PHILADELPHIA

1. CRY J. Ray—Decca
2. ANYTIME J. Fisher—Mercury
3. LITTLE WHITE CLOUD THAT CRIED J. Fisher—Mercury
4. TELL ME WHY J. Fisher—Mercury
5. UNDECIDED J. Fisher—Weston—Columbia
6. SLOW POKE J. Fisher—Mercury
7. TIGER RAG J. Fisher—Mercury
8. DOWN YONDER J. Fisher—Mercury
9. SIN E. Fisher—Mercury
10. CHARMINE J. Fisher—Mercury
11. SLOW POKE E. Fisher—Mercury
12. TELL ME WHY J. Fisher—Mercury
13. SLOW POKE E. Fisher—Mercury
14. CHARMINE J. Fisher—Mercury
15. SLOW POKE E. Fisher—Mercury
16. TELL ME WHY J. Fisher—Mercury
17. SLOW POKE E. Fisher—Mercury
18. CHARMINE J. Fisher—Mercury
19. SLOW POKE E. Fisher—Mercury
20. TELL ME WHY J. Fisher—Mercury

NEW ORLEANS

1. CRY J. Ray—Decca
2. ANYTIME J. Fisher—Mercury
3. LITTLE WHITE CLOUD THAT CRIED J. Fisher—Mercury
4. TELL ME WHY J. Fisher—Mercury
5. UNDECIDED J. Fisher—Weston—Columbia
6. SLOW POKE J. Fisher—Mercury
7. TIGER RAG J. Fisher—Mercury
8. DOWN YONDER J. Fisher—Mercury
9. SIN E. Fisher—Mercury
10. CHARMINE J. Fisher—Mercury
11. SLOW POKE E. Fisher—Mercury
12. TELL ME WHY J. Fisher—Mercury
13. SLOW POKE E. Fisher—Mercury
14. CHARMINE J. Fisher—Mercury
15. SLOW POKE E. Fisher—Mercury
16. TELL ME WHY J. Fisher—Mercury
17. SLOW POKE E. Fisher—Mercury
18. CHARMINE J. Fisher—Mercury
19. SLOW POKE E. Fisher—Mercury
20. TELL ME WHY J. Fisher—Mercury

ATLANTA

1. CRY J. Ray—Decca
2. SLOW POKE Pee Wee King—Victor
3. TELL ME WHY Four Aces—Decca
4. ANYTIME J. Fisher—Mercury
5. STAIRWAY TO PARADISE Four Aces—Decca
6. SLOW POKE J. Ray—Decca
7. LITTLE WHITE CLOUD THAT CRIED J. Ray—Decca
8. TELL ME WHY E. Fisher—Mercury
9. CHARMINE J. Fisher—Mercury

WASHINGTON, D. C.

1. CRY J. Ray—Decca
2. SIN Four Aces—Alberts—Decca
3. CRY J. Ray—Decca
4. TELL ME WHY Four Aces—Decca
5. STAIRWAY TO PARADISE Four Aces—Decca
6. SLOW POKE J. Ray—Decca
7. LITTLE WHITE CLOUD THAT CRIED J. Ray—Decca
8. TELL ME WHY E. Fisher—Mercury
9. CHARMINE J. Fisher—Mercury

DALLAS-FT. WORTH

1. CRY J. Ray—Decca
2. SLOW POKE Pee Wee King—Victor
3. DOOWHOOZIE D. Wood—Tennessee
4. SIN E. Howard—Mercury
5. UNDECIDED J. Fisher—Mercury
6. TELL ME WHY Four Aces—Decca
7. LITTLE WHITE CLOUD THAT CRIED J. Fisher—Mercury
8. ANYTIME J. Fisher—Mercury
9. CHARMINE J. Fisher—Mercury
10. SLOW POKE E. Fisher—Mercury
11. TELL ME WHY Four Aces—Decca
12. LITTLE WHITE CLOUD THAT CRIED J. Fisher—Mercury
13. ANYTIME J. Fisher—Mercury
14. SLOW POKE Pee Wee King—Victor
15. CHARMINE J. Fisher—Mercury
16. SLOW POKE E. Fisher—Mercury
17. TELL ME WHY Four Aces—Decca
18. SLOW POKE E. Fisher—Mercury
19. CHARMINE J. Fisher—Mercury
20. SLOW POKE E. Fisher—Mercury

DENVER

1. TELL ME WHY Four Aces—Decca
2. LITTLE WHITE CLOUD THAT CRIED J. Fisher—Decca
3. ANYTIME J. Fisher—Decca
4. SLOW POKE Pee Wee King—Victor
5. CHARMINE J. Fisher—Decca
6. SLOW POKE Pee Wee King—Victor
7. TELL ME WHY Four Aces—Decca
8. SLOW POKE Pee Wee King—Victor
9. CHARMINE J. Fisher—Decca
10. SLOW POKE Pee Wee King—Victor
11. TELL ME WHY Four Aces—Decca
12. LITTLE WHITE CLOUD THAT CRIED J. Fisher—Decca
13. ANYTIME J. Fisher—Decca
14. SLOW POKE Pee Wee King—Victor
15. CHARMINE J. Fisher—Decca
16. SLOW POKE Pee Wee King—Victor
17. TELL ME WHY Four Aces—Decca
18. SLOW POKE Pee Wee King—Victor
19. CHARMINE J. Fisher—Decca
20. SLOW POKE Pee Wee King—Victor

SEATTLE

1. GARDEN IN THE RAIN Four Aces—Decca
2. LITTLE WHITE CLOUD THAT CRIED J. Fisher—Decca
3. THREE BELLS Pee Wee King—Decca
4. SLOW POKE Pee Wee King—Victor
5. TELL ME WHY Four Aces—Decca
6. SLOW POKE Pee Wee King—Victor
7. TELL ME WHY Four Aces—Decca
8. SLOW POKE Pee Wee King—Victor
9. CHARMINE J. Fisher—Decca
10. SLOW POKE Pee Wee King—Victor
11. TELL ME WHY Four Aces—Decca
12. LITTLE WHITE CLOUD THAT CRIED J. Fisher—Decca
13. ANYTIME J. Fisher—Decca
14. SLOW POKE Pee Wee King—Victor
15. CHARMINE J. Fisher—Decca
16. SLOW POKE Pee Wee King—Victor
17. TELL ME WHY Four Aces—Decca
18. SLOW POKE Pee Wee King—Victor
19. CHARMINE J. Fisher—Decca
20. SLOW POKE Pee Wee King—Victor

make
your
dreams
come
true

with

Nat "King" Cole

"Weaver of Dreams"



and

"WINE, WOMEN AND SONG"

Record No. 1925



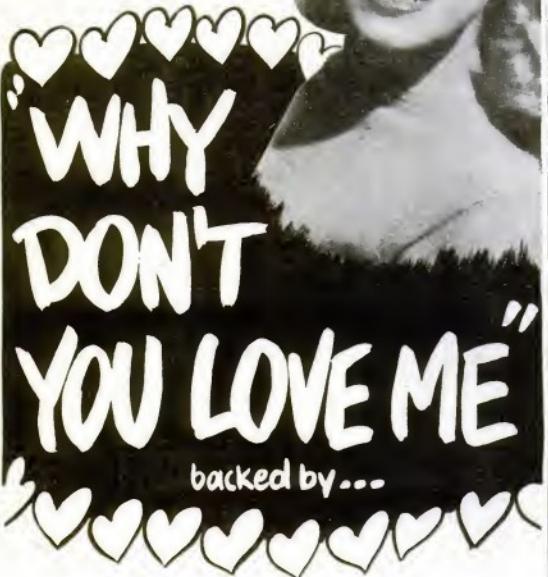
**Starting the NEW YEAR with a
GREAT NOVELTY HIT by**

ROSEMARY CLOONEY

with

PERCY FAITH

and his Orchestra



Columbia Records

First, Finest, Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Most Played Juke Box Records

... Based on reports received January 9, 10 and 11

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 1,500 jukeboxes in 100 cities of the country. Listen and see the title of each of the most played records are other available recordings of the same tune. Cross references to chart other available recordings of tunes listed here will be found in the Popular Music Popularity Chart, Part 2.

POSITION
Weeks on List / THIS
to date, Week Weeks

11	1.	1. SLOW POKE Pee Wee King
		VIT70121-EMI; 1454-6049-E-MI
8	3.	2. CRY	J. Ray
		DIN78-6840; 1454-6840-E-MI
17	2.	3. SIN	E. Howard
		MERC7105112; 1457-53345-E-MI
5	6.	4. TELL ME WHY	Four Aces A. Albers
		REC70127940; 1457-27940-E-MI
7	5.	5. LITTLE WHITE CLOUD THAT CRIED	J. Ray
		GDN781640; 1454-6840-E-MI
6	7.	6. SHINY BOATS	J. Stafford P. Weston
		CAL7019500; 1454-19501-ASCAP
7	11.	7. ANY TIME	E. Fisher H. Winterhalter
		REC70120-4399; 1454-19509-E-MI
10	7.	8. JALOUSIE (Jealousy)	F. Laine
		CAL7019500; 1454-19508-E-MI
15	3.	9. COLD, COLD HEART	T. Bennett P. Faith
		GDN7815495; 1454-29568-ASCAP
16	9.	10. UNDECIDED	Aimes Brothers, Brown
		CAL7014054; 1454-9-0546-ASCAP
6	12.	11. SLOW POKE	H. O'Connell
		CEN7811873; 145F-1837-E-MI
18	14.	12. SIN	Four Aces A. Albers
		VICTORIA 101-E-MI
21	13.	13. DOWN YONDER	Del Wood
		TENOR781775; 1451-45-775-ASCAP
30	10.	14. BECAUSE OF YOU	T. Bennett P. Faith
		CAL701362; 1454-29362-E-MI
4	16.	15. DON'T LEAVE MY POOR HEART, BREAKING	Cowboy Copas R. Pettiford E. Lawrence
		KING7815157; 1454-55337
9	—.	16. SIN	Four Knights
		CEN7813004; 145F-3806-E-MI
7	20.	17. SLOW POKE	R. Lee
		REC7812770; 1451-2770-E-MI
14	15.	18. SIN	S. Churchill
		REC7814200; 1451-4200-E-MI
10	18.	19. DOWN YONDER	J. (Fingers) Orr
		CAL7013772; 145F-3772-ASCAP
5	20.	20. CHARMINE	Montgomery
		LOND7813002; 1454-1889-ASCAP
4	17.	21. DANCE ME LOOSE	A. Godfrey
		REC7813632; 1454-29162-ASCAP
6	—.	22. GARDEN IN THE RAIN	H. Monroe, Doris 27940; Mindy Carson, Victor 20-4357; A. Trini 09-J. Hollister, Sammons, MCA 17763
3	18.	23. GARDEN IN THE RAIN	Four Aces A. Albers
		GDN7812780; 1451-2780-ASCAP
2	24.	24. BERMUDA	Bell Sisters
		VIT78120-4422; 1451-4222-E-MI
2	24.	25. TELL ME WHY	E. Fisher H. Winterhalter
		REC78120-4444; 1451-4444-E-MI
4	30.	26. CRY	Four Knights
		CAL7013875; 145F-1875-E-MI
1	—.	26. TIGER RAG	L. Paul M. Ford
		CAL7013930; 145F-1930-ASCAP
1	—.	27. CHARMINE	I. L. Cook, Abby 35893; Mr. Gene Deitch, 34533
1	—.	28. CHARMINE	V. Monroe
		HITREC7813002; 1454-1373-ASCAP
1	—.	29. I WANNA LOVE YOU	Ames Brothers
		REC78160617; 1451-46017-ASCAP
1	—.	30. CRAZY HEART	G. Lombardo
		DIN7812780; 1451-2780-ASCAP
11	—.	31. CHARMINE	H. O'Connell, Capitol 1894; T. Fontane, Mercury 3748; D. Donik, MGM 13183; H. Williams, MCA 21094; E. Turner, Decca 37743
5	26.	32. CHARMINE	G. Gibbs
		REC7813790; 1451-2790-ASCAP
3	—.	33. CRY	Mercy7813740; 1451-2740-E-MI
1	—.	34. SLOW POKE	Tilly Hill
		Mercy7813740; 1451-2740-E-MI

"the little white cloud" makes room for another BIG ONE by

JOHNNIE RAY

Singing . . .

"Please, Mr. Sun"

"Here I am BROKEN HEARTED"

still going strong

"THE LITTLE WHITE CLOUD
THAT CRIED" backed by . . .
"CRY" . . . on OKEH RECORDS
78 RPM 6840 • 45 RPM 4-6840

EXCLUSIVELY ON . . .

with the Four Lads and
Orchestra under the Direction
of Jimmy Carroll
78 rpm 39636 • 45 rpm 4-39636

COLUMBIA RECORDS
FOR MUSIC THAT SENDS 'EM—TO YOU!

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received January 9, 10 and 11

Records listed are Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whom purchase Country and Western records.

Popularity

Weeks Listed This

to Date/Weeks

16	1	1. SLOW POKE	Pee Wee King
		Whisper Waltz	VITR0121-0409; (45)48-0409-BMI
9	3	2. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
		We and My Broken Heart	CAT781094A; (45)NA-20682-BMI
21	6	3. MOM AND DAD'S WALTZ	Lefty Frizzell
		Always Late	CAT7812037; (45)NA-20537-BMI
3	5	4. GIVE ME MORE, MORE, MORE	Lefty Frizzell
		How Long Will It Take	CAT7812085; (45)NA-20885-BMI
42	2	5. COLD, COLD HEART	Hank Williams
		Dear John	DESR7810905; (45)NA-19905-BMI
24	4	6. ALWAYS LATE	Lefty Frizzell
		Man and God's Waltz	CAT7812087; (45)NA-20837-BMI
7	12	7. ALABAMA JUBILEE	Red Foley
		Oleie	DET78120710; (45)NA-27810-ASCAP
12	9	8. HEART STRINGS	E. Arnold
		Somebody's Been Breathing My Time	VITB202-4273; (45)47-4273-BMI
12	8	9. SOMEBODY'S BEEN BEATING MY TIME	E. Arnold
		Heart Strings	VITB202-4273; (45)47-4273-BMI
6	7	10. MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow
		Highest Bidder	VITB202-4346; (45)47-4346-BMI

Coming Up

1. DRIFWOOD ON THE RIVER	E. Tubb
2. MISSING IN ACTION	E. Tubb
3. CALL HER YOUR SWEETHEART	E. Arnold

FOLK TALENT AND TUNES

By JOHNNY SIPPEN

Artists' Activities

RCA Victor feed off a major promotion last week in behalf of "The Big Week," a recording artist with Al Miller handling Ray and Miller left California Wednesday (2) for a three-week personal appearance tour which includes appearances on Pee Wee King's airer in Louisville; "Grand Ole Opry" in Nashville; "The Grand Ole Opry" in Knoxville, Cincinnati; Charlotte, N. C.; Atlanta, Birmingham, Memphis, and Tulsa, Okla. Capping the tour will be a slot on the "Big D Jamboree" in Dallas.

C&W Records to Watch

With the exception of the first week the following records have the best sales and performance potential among the Country and Western records received this week.

SILVER AND GOLD

Pee Wee King, RCA-Victor 20-4456

Bob ("Vodeline") Strode, K.M.A., Shreveport La., has signed to record on the Blue Ribbon label. He will also handle some writing assignments for the Carolene Collection. Strode has been making personal appearances in Alaska, spent the winter in Hawaii, and is now headed for Europe to entertain troops. ... Red Blanchard, Green Valley, San Bernardino, who has been named Coleen Deanne, Bob and Eleanor Mae also report the addition of new material to their repertoire ranch. Baby has been named Robert Wheeler. Bill Monroe and the Dixie Blue Boys, Marion, La., move to KPLC, Lake Charles, La., January 15.

(Continued on page 14)

• Most Played Juke Box Folk (Country & Western) Records

... Based on reports received January 9, 10 and 11

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations reside County and Western records.

Weeks Listed This

to Date/Weeks

17	1	1. SLOW POKE	Pee Wee King
			VITR0121-0409; (45)48-0409-BMI
3	3	2. GIVE ME MORE, MORE, MORE	Lefty Frizzell
			CAT7812085; (45)NA-20885-BMI
11	2	3. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
			CAT7812085; (45)NA-20885-BMI
9	8	4. ALABAMA JUBILEE	Red Foley
			DET7812032; (45)NA-27810-ASCAP
2	4	5. MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow
			VITB202-4346; (45)47-4346-BMI
13	6	6. SOMEBODY'S BEEN BEATING MY TIME	E. Arnold
			VITB202-4273; (45)47-4273-BMI
13	—	7. CRAZY HEART	Hank Williams
			DET7812040; (45)NA-33054-ASCAP
3	4	8. BABY, WE'RE REALLY IN LOVE	Hank Williams
			DET7812032; (45)NA-33106
24	10	8. ALWAYS LATE	Lefty Frizzell
			CAT7812087; (45)48-0409-BMI
4	7	10. SLOW POKE	H. Hawkins
			KING781990; (45)45-990-BMI

Coming Up

1.	WONDERING	W. Pierce
		DET7812040; (45)47-4273-BMI
2.	HOW LONG WILL IT TAKE	Lefty Frizzell
		CAT7812085; (45)NA-20885-BMI
3.	HEARTLESS LOVER	Moon Mullican
		KING781980; (45)45-994-BMI

• Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received January 9, 10 and 11

19	2	1. SLOW POKE	Pee Wee King
			VITR0121-0409; (45)48-0409-BMI
13	1	2. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
			CAT7812085; (45)NA-20885-BMI
4	3	3. GIVE ME MORE, MORE, MORE	Lefty Frizzell
			CAT7812085; (45)NA-20885-BMI
2	—	4. BABY, WE'RE REALLY IN LOVE	Hank Williams
			DET7812032; (45)NA-33106
12	7	5. SOMEBODY'S BEEN BEATING MY TIME	E. Arnold
			VITB202-4273; (45)47-4273-BMI
3	5	6. MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow
			VITB202-4346; (45)47-4346-BMI
3	4	7. WONDERING	W. Pierce
			DET7812040; (45)47-4273-BMI
5	—	8. ALABAMA JUBILEE	Red Foley
			DET7812032; (45)NA-27810-ASCAP
1	—	8. 'TIS SWEET TO BE REMEMBERED	Cowboy Copas
			DET7812030; (45)48-1006-BMI
24	9	10. ALWAYS LATE	Lefty Frizzell
			CAT7812087; (45)48-0409-BMI

Coming Up

1.	MISSING IN ACTION	E. Tubb
		DET7812030; (45)48-1006-BMI
2.	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold
		DET7812043; (45)47-4413
3.	TOO OLD TO CUT THE MUSTARD	Red Foley & E. Tubb
		DET7812037; (45)48-1006-BMI

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540 SECOND AVE., NORTH
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First INTRO HITS for 1952



"RUSTY" McDONALD

"SILVER AND GOLD"

"LONG LOST LOVE"

"POSTAGE DUE"

"DON'T SAY 'I'M SORRY' ANYMORE"

Intro 4044



TOMMY DUNCAN

"RELAX AND TAKE IT EASY"

"MOVE A LITTLE CLOSER"

Intro 4637



EDDIE HAZELWOOD

"A RAG, A BONE, A HANK OF HAIR"

"YOU'VE GOT A GREEN LIGHT"

Intro 4039



JIMMY WALKER

"RICH IN LOVE"

"BLUE AS THE OCEAN"

Intro 4038

RECORDS
Beverly Hills

MESSES SALES, INC.
ALADDIN-SCORE-INTRO

intro

Watch It!



COUNTRY MUSIC

Chicago 100

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Country & Western (Folk) Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	CHARTS
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JIMMY WAKELY
Missing In Action
Decca 46393—The country singer gives a persuasive rendition of this war-inspired country wopper, which tells the Erich Arden story. Could stir some action.

LOUIE INNIS
I Grabbed for the Engine
Decca 46370-A—In a tempo, humorous novelty tune reaction a good reading from the country singer.

I've Got A Red Hot Love
The singer is capable on a country item that sounds like many others.

KEN MARVIN
More Pretty Girls
RCA Victor 12168—Singer and the harmonicas give out with a good reading of a calling country tune.

Half as Much
Lester's rendition of a country classic bailed.

ARTHUR SMITH
Short'n'Sweet Bread
Decca 46394—A good instrumental performance of the slide, with clever arrangement that refreshes up the tune.

R.S.V.P., Uncle Sam
Mercury 10000—The material is given a capable reading by the singer.

The Diners on My Guitar
A good effort by Diners on a better than average country tune.

(Continued on page 77)

• Advance Folk (Country & Western) Record Releases

All Year Long Brings to Me—**Billy Strickland** (The Big King 1011)

Give Me Something—**Carrie Lee and Oscar (Oscar) Decca 46393**

Give Me Something—**Carrie Lee—Henry Hill (My Baby's Got a Gun)** (King 1012)

Go and Wash Those Dirty Feet—**Johnny Horton** (De

My Baby's Got a Gun)

New Coat of Paint—**Edie Jarrett** (Mercury V 4653

47-4471

I Grabbed for the Engine—**Louise Lams** (Eve Morey 6370)

I Want It All I Can't Get It—**Carlis—The Carlises** (Prestige 46371)

I'm a Baby Sitter Now—**Edie Jarrett** (Mercury J-

Song 1013)

I'm Just As Good as You—**Edie Sandy** (I'm a

Smash 1014)

In My Home Is Shelly County—**Johnny Horton** (The

Big King 1014)

It's a Rocky Road—**Johnny Horton** (Decca 46393)

If You Got It Don't Love—**Louise Lams** (Graham 4570)

Just a Little Longer—**Jimmy Wakely** (Mercury Cap 1936)

Letter From My Darling—**Bill Monroe** (Rae Vida Decca 46392)

Love Me—**Edule Marshall** (Mercury Victor 4451

47-4467

Missing In Action—**Jimmy Wakely** (Just Cap 1936)

2-Louis and Oscar (Kingsmen 12025)

Mississippi Back Home—**Henry Hill** (Glen Federal 12025)

My Sweetie—**Carrie Lee** (Liber-Tee, Valley

King 1012)

On the Banks of the Beautiful Nile—**Johnny Horne** (Prestige 46372)

Patch Up Our Old Love Affair—**The Carlises** (World 46373)

Peewee—**Louie King** (De-Rid Stewart

Stewart (Silver V 20-458)

Peewee—**Mercury** (Mercury 1011)

Peewee—**Mercury** (Mercury 1012)

Peewee—**Mercury** (Mercury 1013)

Peewee—**Mercury** (Mercury 1014)

Peewee—**Mercury** (Mercury 1015)

Peewee—**Mercury** (Mercury 1016)

Peewee—**Mercury** (Mercury 1017)

Peewee—**Mercury** (Mercury 1018)

Peewee—**Mercury** (Mercury 1019)

Peewee—**Mercury** (Mercury 1020)

Peewee—**Mercury** (Mercury 1021)

Peewee—**Mercury** (Mercury 1022)

Peewee—**Mercury** (Mercury 1023)

Peewee—**Mercury** (Mercury 1024)

Peewee—**Mercury** (Mercury 1025)

Peewee—**Mercury** (Mercury 1026)

Peewee—**Mercury** (Mercury 1027)

Peewee—**Mercury** (Mercury 1028)

Peewee—**Mercury** (Mercury 1029)

Peewee—**Mercury** (Mercury 1030)

Peewee—**Mercury** (Mercury 1031)

Peewee—**Mercury** (Mercury 1032)

Peewee—**Mercury** (Mercury 1033)

Peewee—**Mercury** (Mercury 1034)

Peewee—**Mercury** (Mercury 1035)

Peewee—**Mercury** (Mercury 1036)

Peewee—**Mercury** (Mercury 1037)

Peewee—**Mercury** (Mercury 1038)

Peewee—**Mercury** (Mercury 1039)

Peewee—**Mercury** (Mercury 1040)

Peewee—**Mercury** (Mercury 1041)

Peewee—**Mercury** (Mercury 1042)

Peewee—**Mercury** (Mercury 1043)

Peewee—**Mercury** (Mercury 1044)

Peewee—**Mercury** (Mercury 1045)

Peewee—**Mercury** (Mercury 1046)

Peewee—**Mercury** (Mercury 1047)

Peewee—**Mercury** (Mercury 1048)

Peewee—**Mercury** (Mercury 1049)

Peewee—**Mercury** (Mercury 1050)

Peewee—**Mercury** (Mercury 1051)

Peewee—**Mercury** (Mercury 1052)

Peewee—**Mercury** (Mercury 1053)

Peewee—**Mercury** (Mercury 1054)

Peewee—**Mercury** (Mercury 1055)

Peewee—**Mercury** (Mercury 1056)

Peewee—**Mercury** (Mercury 1057)

Peewee—**Mercury** (Mercury 1058)

Peewee—**Mercury** (Mercury 1059)

Peewee—**Mercury** (Mercury 1060)

Peewee—**Mercury** (Mercury 1061)

Peewee—**Mercury** (Mercury 1062)

Peewee—**Mercury** (Mercury 1063)

Peewee—**Mercury** (Mercury 1064)

Peewee—**Mercury** (Mercury 1065)

Peewee—**Mercury** (Mercury 1066)

Peewee—**Mercury** (Mercury 1067)

Peewee—**Mercury** (Mercury 1068)

Peewee—**Mercury** (Mercury 1069)

Peewee—**Mercury** (Mercury 1070)

Peewee—**Mercury** (Mercury 1071)

Peewee—**Mercury** (Mercury 1072)

Peewee—**Mercury** (Mercury 1073)

Peewee—**Mercury** (Mercury 1074)

Peewee—**Mercury** (Mercury 1075)

Peewee—**Mercury** (Mercury 1076)

Peewee—**Mercury** (Mercury 1077)

Peewee—**Mercury** (Mercury 1078)

Peewee—**Mercury** (Mercury 1079)

Peewee—**Mercury** (Mercury 1080)

Peewee—**Mercury** (Mercury 1081)

Peewee—**Mercury** (Mercury 1082)

Peewee—**Mercury** (Mercury 1083)

Peewee—**Mercury** (Mercury 1084)

Peewee—**Mercury** (Mercury 1085)

Peewee—**Mercury** (Mercury 1086)

Peewee—**Mercury** (Mercury 1087)

Peewee—**Mercury** (Mercury 1088)

Peewee—**Mercury** (Mercury 1089)

Peewee—**Mercury** (Mercury 1090)

Peewee—**Mercury** (Mercury 1091)

Peewee—**Mercury** (Mercury 1092)

Peewee—**Mercury** (Mercury 1093)

Peewee—**Mercury** (Mercury 1094)

Peewee—**Mercury** (Mercury 1095)

Peewee—**Mercury** (Mercury 1096)

Peewee—**Mercury** (Mercury 1097)

Peewee—**Mercury** (Mercury 1098)

Peewee—**Mercury** (Mercury 1099)

Peewee—**Mercury** (Mercury 1100)

Peewee—**Mercury** (Mercury 1101)

Peewee—**Mercury** (Mercury 1102)

Peewee—**Mercury** (Mercury 1103)

Peewee—**Mercury** (Mercury 1104)

Peewee—**Mercury** (Mercury 1105)

Peewee—**Mercury** (Mercury 1106)

Peewee—**Mercury** (Mercury 1107)

Peewee—**Mercury** (Mercury 1108)

Peewee—**Mercury** (Mercury 1109)

Peewee—**Mercury** (Mercury 1110)

Peewee—**Mercury** (Mercury 1111)

Peewee—**Mercury** (Mercury 1112)

Peewee—**Mercury** (Mercury 1113)

Peewee—**Mercury** (Mercury 1114)

Peewee—**Mercury** (Mercury 1115)

Peewee—**Mercury** (Mercury 1116)

Peewee—**Mercury** (Mercury 1117)

Peewee—**Mercury** (Mercury 1118)

Peewee—**Mercury** (Mercury 1119)

Peewee—**Mercury** (Mercury 1120)

Peewee—**Mercury** (Mercury 1121)

Peewee—**Mercury** (Mercury 1122)

Peewee—**Mercury** (Mercury 1123)

Peewee—**Mercury** (Mercury 1124)

Peewee—**Mercury** (Mercury 1125)

Peewee—**Mercury** (Mercury 1126)

Peewee—**Mercury** (Mercury 1127)

Peewee—**Mercury** (Mercury 1128)

Peewee—**Mercury** (Mercury 1129)

Peewee—**Mercury** (Mercury 1130)

Peewee—**Mercury** (Mercury 1131)

Peewee—**Mercury** (Mercury 1132)

Peewee—**Mercury** (Mercury 1133)

Peewee—**Mercury** (Mercury 1134)

Peewee—**Mercury** (Mercury 1135)

Peewee—**Mercury** (Mercury 1136)

Peewee—**Mercury** (Mercury 1137)

Peewee—**Mercury** (Mercury 1138)

Peewee—**Mercury** (Mercury 1139)

Peewee—**Mercury** (Mercury 1140)

Peewee—**Mercury** (Mercury 1141)

Peewee—**Mercury** (Mercury 1142)

Peewee—**Mercury** (Mercury 1143)

Peewee—**Mercury** (Mercury 1144)

Peewee—**Mercury** (Mercury 1145)

Peewee—**Mercury** (Mercury 1146)

Peewee—**Mercury** (Mercury 1147)

Peewee—**Mercury** (Mercury 1148)

Peewee—**Mercury** (Mercury 1149)

Peewee—**Mercury** (Mercury 1150)

Peewee—**Mercury** (Mercury 1151)

Peewee—**Mercury** (Mercury 1152)

Peewee—**Mercury** (Mercury 1153)

Peewee—**Mercury** (Mercury 1154)

Peewee—**Mercury** (Mercury 1155)

Peewee—**Mercury** (Mercury 1156)

Peewee—**Mercury** (Mercury 1157)

Peewee—**Mercury** (Mercury 1158)

Peewee—**Mercury** (Mercury 1159)

Peewee—**Mercury** (Mercury 1160)

Peewee—**Mercury** (Mercury 1161)

Peewee—**Mercury** (Mercury 1162)

Peewee—**Mercury** (Mercury 1163)

Peewee—**Mercury** (Mercury 1164)

Peewee—**Mercury** (Mercury 1165)

Peewee—**Mercury** (Mercury 1166)

Peewee—**Mercury** (Mercury 1167)

Peewee—**Mercury** (Mercury 1168)

Peewee—**Mercury** (Mercury 1169)

Peewee—**Mercury** (Mercury 1170)

Peewee—**Mercury** (Mercury 1171)

Peewee—**Mercury** (Mercury 1172)

Peewee—**Mercury** (Mercury 1173)

Peewee—**Mercury** (Mercury 1174)

Peewee—**Mercury** (Mercury 1175)

Peewee—**Mercury** (Mercury 1176)

Peewee—**Mercury** (Mercury 1177)

Peewee—**Mercury** (Mercury 1178)

Peewee—**Mercury** (Mercury 1179)

Peewee—**Mercury** (Mercury 1180)

Peewee—**Mercury** (Mercury 1181)

Peewee—**Mercury** (Mercury 1182)

Peewee—**Mercury** (Mercury 1183)

Peewee—**Mercury**

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

• Best Selling Retail Rhythm & Blues Records

... Based on reports received January 9, 10 and 11

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers' purchases are from the home.

POSITION

Weeks on This

Chart/Weeks

16 6 1. FOOL, FOOL, FOOL The Clovers Atlantic 944

6 1 2. BEST WISHES B. Miller Specialty 414-BMI

7 4 3. WEPPING AND CRYING Griffen Brothers Decca 1071

8 3 4. GOLD, GOLD HEART D. Williams Mercury 701572C (45) 572C-BMI

8 5 5. THREE O'CLOCK BLUES B. King RPM 379-BMI

10 7 6. FLAMINGO E. Brown King 701472C (45) 4475-ASCAP

8 4 7. BECAUSE OF YOU Tab Smith United 104-BMI

17 2 8. I'M ON THE LOOSE Peppermint Harris Mercury 701572C (45) 445-3097-BMI

5 1 9. CRY J. Ray Decca 701404C (45) 4480-BMI

1 — 10. SUNSET TO DAWN M. Walker-J. Orris Sony 621-BMI

Fat. Rite Crys! Again

• Most Played Juke Box Rhythm & Blues Records

... Based on reports received January 9, 10 and 11

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues.

POSITION

Weeks (Last)

to Date/Week

6 1 1. WEEPING AND CRYING Griffen Brothers Ref. 3073

7 2 2. BEST WISHES R. Milton Specialty 414-BMI

6 3 3. CHILL IS ON J. Turner Specialty 414-BMI

17 3 4. I GOT LOADED Peppermint Harris Atlantic 944-A (45) 445-3097-BMI

3 6* 5. HOW MANY MORE YEARS Howling Wolf Chen 1479

3 — 6. BAR ROOM BLUES Roy Brown Decca 3319-BMI

12 2 7. FOOL, FOOL, FOOL Clovers Atlantic 944

12 3 8. I'M IN THE MOOD J. L. Hooker Modern 136-BMI

5 9 9. SADDLE THE COW R. Gordon Modern 136-BMI

3 — 9. THREE O'CLOCK BLUES B. B. King RPM 324-BMI

RHYTHM & BLUES NOTES

By HAL WEBMAN

Hollywood

Jewel King returns to the Coast January 12 after eight months on the road. She is slated for a wax session at Imperial. The New Orleans thrush will do a minimum of four sides. Labela's trumpet player, Charles "Fats" Fisher, the singer's first for Imperial since he exited Modern, has signed with the firm. Joe Bihari leaves January 15 for a swing thru the South to seek bookings as well as r. & b. talent.

On the other hand, Eddie Carter, Modern Records, last week recorded Benny Carter on eight instrumentals. Platters are set for mid-January. The 38-year-old Carter is not under contract to any diskery and is free-lancing. This is the first time Carter worked with Modern.

Swing Time Records is sending out promotional mailing pieces to its 35 national distributors, kicking off first promotion of the new

year. Plan originated by label's co-owner, Franklin Kort, is to set a quota for each distributor and (Continued on page 37)

JUBILEE HITS On Fire!

**"THE ORIOLES
"BABY, PLEASE
DON'T GO"**

**"DON'T TELL HER WHAT
HAPPENED TO ME"**

jubiles 5063

**NEWEST SOUND ON WAX
BUDDY LUCAS
and His
Band of Tomorrow
"DIANE"
and
"UNDECIDED"**

jubiles 5070

**THE SLEEPER HIT ON
THE ROBIN LABEL
"WHERE ARE YOU?"
and
"HOW COULD YOU?"**

by
THE MELLOW MOODS
Robin 105

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Elton) (Sect) King 4014
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Apollo 435)
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BIGGEST SELLERS
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TENDER HEARTS

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Aladdin 3118

Lighnin' HARRIS
LIGHNING' HARRIS
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WORRY MY LIFE ANYMORE
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POPULAR

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* ELLIOTT LAWRENCE

DO YOU WANT TO POSE

LOVING MACHINE

15157 and 45-15157

* MURRAY HORNOLD

VALLEY OF THE TREES

I'M CARRYING YOU

15151 and 45-15151

* DICK BROWN

I WISH I HAD A CHILD

SHRIMP FISHIN'

15151 and 45-15151

* FOLK-WESTERN

* HAWKSHAW HAWKINS

SLOW POKE TWO BOARDS

995 and 45-995

* ANN JONES

TOO OLD TO CUT THE

I CARE FOR YOUR PICTURE IN

MY HEART

1017 and 45-1017

* MOON MULLICAN

NEARLESS LOVER

ANOTHER NIGHT IS COMING

994 and 45-994

* COWBOY COPAS

THIS SWEET TO BE

REMEMBER ME

BECAUSE OF YOU

45-1000

* EDDIE SMITH &

THE CHIEF

DOWN YONKERS

SWEET SUNCH OF DAISIES

SWING THE WAVES, MEL

LET

996 and 45-996

* JENNIE OSBORNE

GIVE ME BACK MY KING AND

PICTURE

1018 and 45-1018

SEPIA-BLUES

* EARL ROSTIC

FLAMINGO

GETTING SENTIMENTAL

OVER TIME

4475 and 45-4475

SLIP

SEPTEMBER SONG

4494 and 45-4494

* WYNONIE HARRIS

LOVIN' MACHINE

LUCINDA

4485 and 45-4485

* THE SWALLOWS

PAINT THE MEAT

4501 and 45-4501

TELL ME WHAT

ROLL, ROLL, PRETTY BABY

4515 and 45-4515

* THE DOMINOS

DO YOU WANT TO

WEPPING WILLES

12039 and 45-12039

* LITTLE ESTHER

THE CRYING DOG

4465 and 45-4465

DELUXE

4500

* RY BROWN

EAT MEAL, BLUE

DEE ROCKIN' MAN

3319 and 45-3319

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YOU in... 52**



FRAN WARREN

sings

"FIND ME"
B/W
"SPEAK LOW"

MGM 11114 (78 RPM)
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"IT'S ALL OVER
BUT the MEMORIES"
B/W
"NEVER BEFORE"

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THE GREATEST NAME IN ENTERTAINMENT

201. SEVENTH AVE., NEW YORK 19, N.Y.

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THE BILLBOARD Music

Popularity Charts

For Reviews and Ratings of Radio and TV Shows See *The Billboard Radio-TV Show Charts* (Radio Section).

• Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-69 GOOD
40-69 SATISFACTORY
0-39 POOR

How Ratings Are Determined

Ratings are rated four ways: (1) over-all; (2) 25% for chart value for disk jockey; (3) for retailers; and (4) for operators. Each rating is in the basis of nine key categories. Each category is assigned an importance factor. The factors are: (1) popularity; (2) record sales; (3) record price; (4) record age; (5) record chart position; (6) record distribution; (7) record chart position; (8) record chart position; (9) record chart position; (10) record chart position; (11) record chart position; (12) record chart position; (13) record chart position; (14) record chart position; (15) record chart position; (16) record chart position; (17) record chart position; (18) record chart position; (19) record chart position; (20) record chart position; (21) record chart position; (22) record chart position; (23) record chart position; (24) record chart position; (25) record chart position; (26) record chart position; (27) record chart position; (28) record chart position; (29) record chart position; (30) record chart position; (31) record chart position; (32) record chart position; (33) record chart position; (34) record chart position; (35) record chart position; (36) record chart position; (37) record chart position; (38) record chart position; (39) record chart position; (40) record chart position; (41) record chart position; (42) record chart position; (43) record chart position; (44) record chart position; (45) record chart position; (46) record chart position; (47) record chart position; (48) record chart position; (49) record chart position; (50) record chart position; (51) record chart position; (52) record chart position; (53) record chart position; (54) record chart position; (55) record chart position; (56) record chart position; (57) record chart position; (58) record chart position; (59) record chart position; (60) record chart position; (61) record chart position; (62) record chart position; (63) record chart position; (64) record chart position; (65) record chart position; (66) record chart position; (67) record chart position; (68) record chart position; (69) record chart position; (70) record chart position; (71) record chart position; (72) record chart position; (73) record chart position; (74) record chart position; (75) record chart position; (76) record chart position; (77) record chart position; (78) record chart position; (79) record chart position; (80) record chart position; (81) record chart position; (82) record chart position; (83) record chart position; (84) record chart position; (85) record chart position; (86) record chart position; (87) record chart position; (88) record chart position; (89) record chart position; (90) record chart position; (91) record chart position; (92) record chart position; (93) record chart position; (94) record chart position; (95) record chart position; (96) record chart position; (97) record chart position; (98) record chart position; (99) record chart position; (100) record chart position.

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

LABEL AND NO.	COMMENT	TUNES	RECORDS
ARTIST			III III III III

POPULAR

LES PAUL-MARY FORD
Tiger Rag CAPTION: 1930—There's a hooty-tight piano sound here. And by adding a few strings to a spangly beat, the husband-wife team records the slide into a charter that should kick fast.

It's a Lonesome Old Town CAPTION: 1930—A simple, lonesome arrangement of the fife players and the merrily wavy, simply song, points up the polyphony of the words.

PATTI PAGE (Jack Rael Ork)
Retreat (Cries My Heart) CAPTION: 1930—Patti's got another gold-sealed winner with this humorous reading of a crows-peeped-country-ify melody. She uses the three voices gleefully, the chores.

Connie Francis May CAPTION: 1930—A simple, appealing ballad is sung with super projection in Patti's smoky, rath-affecting style with piano and vocal group backing. The "country" touch rings in the chorus.

WEAVERS-CORDON JENKINS ORK
Old Pale Moon CAPTION: 1930—Powerful stuff is this rich reading of a traditional Western folk song. The Weavers' voices get that "raw" feeling in the performance, and Jenkins' discloses some of the skill.

Wimoweh This is a covered classic. There is hardly more than a repetition chanted by our arts likes, recording the first half of the classic with brass tones singing like the Herman Ward of '45; then the weeping violins add a few more reverences, while the whole thing ends with the intro crescendo.

MARGARET WHITING (Lou Busch Ork)
Round and Round CAPTION: 1930—Big sleeper potential here. Still, it's actually the most pleasant of the songs on the album in all the parts where the harmonized guitar and orch set up a fine beat and sound. Guitars belies to a strong finish. Whiting's most likely entry in a year.

Capeo I'd Whistle and the Orch would do well with the cute flick ditty as any other version. If the tune makes it, this is due for a share of the action.

ELLEN DURRANCE (Nelson Riddle Ork)
Blackbird CAPTION: 1930—Combination of Miss Durrrance's sweet, dreamy, boat and the orchestra and she's an impressive solo. Could be a masterpiece if she lets loose.

Love Me Or Leave Me CAPTION: 1930—She's got a most appealing reading while the 18-year-old looks her in-to-the-face.

HUGO WINTERHALTER'S ORK AND CHORUS
A Kiss to Build a Dream On CAPTION: 1930—Dope covers on a three-sharp base harmonic. It's a basically comical semi-schticky reading that builds every inch of the way. Parker would do hers in with a little spicing. Could hit hard if the lyrics were to be.

Love Makes the World Go 'Round CAPTION: 1930—The lovely Jeannette, the friend of the "Peaches," has the guts to sing this one. Her voice is imperious, but she can't hold a tune. Parker would do hers in with Johnny Parker handling the solo vocals in appropriate fashion.

MINDY CARLSON
Dark Eyes CAPTION: 1930-44—A truly scintillating cover version on the Gottschalk hit. She is certainly built to sing this West African-style. The "jester" part is a hoot. Could make a noise if the song proves attractive.

Allegro Fiddler CAPTION: 1930—The title of the "Peaches'" is whined into a verve-choreo again that fails to sparkle much the other time. Miss Carlson and a well-written backing by Winterhalter.

PATTY ANDREWS & GORDON JENKINS & ORK CAPTION: 1930—If "Forget Me Not" is a big ballad, an import from Europe with a nice Yank spiff, then this is a good second. The "jester" part is a hoot. Could make a noise if the song proves attractive.

That's How a Love Song Is Born CAPTION: 1930—A very good new number, though not quite as smoothly as Patty's. A little jester. A mirthless effort, if not a particularly comical one.

TENNESSEE ERNIE-DINNING SISTERS
Steamboat Bill CAPTION: 1930—Moderato version of the "Peaches" is read in a warm, sincere balled manner. Ernie and the Dining Sistahs blend in well. Could make a noise if the song proves attractive.

Rock City Boogie CAPTION: 1930—Very noisy, mostly up-in bright style by the new west team. Principally interesting for the country crowd.

MERY GRIFFIN
If I Forget You CAPTION: 1930—Grittie turns his finest ballad try on us to date in reading off this support side to a top draw blues. Winterhalter's accompaniment establishes a fine mood. Ear-marks of a "slepper" here.

Externally CAPTION: 1930—A well-balled, up-enriched by Grittie, is handed a matching "big" reading by the cruiser. Attractive was.

ARTIST LABEL AND NO.	TUNES COMMENT	TITLE	GENRE	COMPOSER	PERFORMER	DATE
POPULAR						
BILLY MAY ORK	Sugar to Tea COPAL 1912—Singer has a series of Limericks as he sings his song. The words are simple and the music is simple. A Limerick word title makes the song more interesting.	83--85--82--82				
Chernomak	When I Take My Sugar to Tea COPAL 1912—Singer has a series of Limericks as he sings his song. The words are simple and the music is simple. A Limerick word title makes the song more interesting.	76--79--75--75				
RED FOLEY	When I Take My Sugar to Tea COPAL 1912—Singer has a series of Limericks as he sings his song. The words are simple and the music is simple. A Limerick word title makes the song more interesting.	81--83--80--80				
DOROTHY LOUDON (The Honky Tonks-Milt Kreis)	When I Take My Sugar to Tea COPAL 1912—Singer has a series of Limericks as he sings his song. The words are simple and the music is simple. A Limerick word title makes the song more interesting.	80--81--78--79				
GORDON LEE	When I Take My Sugar to Tea COPAL 1912—Singer has a series of Limericks as he sings his song. The words are simple and the music is simple. A Limerick word title makes the song more interesting.	78--82--76--76				
DOROTHY RAINES (Norman Closson-Olk)	When I Take My Sugar to Tea COPAL 1912—A solid interpretation of a melodic country-ditty, plus an orch arrangement that is clean and effective.	75--78--72--75				
LORRY RAINES	When I Take My Sugar to Tea COPAL 1912—A solid interpretation of a melodic country-ditty, plus an orch arrangement that is clean and effective.	70--72--68--70				
ROBERTA LEE-GRADY MARTIN	When I Take My Sugar to Tea COPAL 1912—A solid interpretation of a melodic country-ditty, plus an orch arrangement that is clean and effective.	78--79--75--79				
FRANKIE LEE	When I Take My Sugar to Tea COPAL 1912—A solid interpretation of a melodic country-ditty, plus an orch arrangement that is clean and effective.	77--79--75--76				
BUDDY MORROW & ORK (Frankie Lester)	When I Take My Sugar to Tea COPAL 1912—Milt Lester's highly professional team work is evident throughout as the orchestra comes up with one of his best instrumental discs. Sound is somewhat akin to the old Artie Shaw instrumental.	77--79--75--76				
Wayne Newton	When I Take My Sugar to Tea COPAL 1912—Good dosing of a slick ballad over much of its quality to the winning chording of Frankie Lester. The orch's restraint builds mood.	76--79--75--75				
PHIL HARRIS & ORK	When I Take My Sugar to Tea COPAL 1912—A plumb of lively two-beat material is headed by Phil Harris' comical vocal. The lyrics are sharp and the music is sharp.	77--80--75--75				
WILLIE DAVIS	When I Take My Sugar to Tea COPAL 1912—Milt Lester's highly professional team work is evident throughout as the orchestra comes up with one of his best instrumental discs. Sound is somewhat akin to the old Artie Shaw instrumental.	77--79--75--76				
Wino	When I Take My Sugar to Tea COPAL 1912—Good dosing of a slick ballad over much of its quality to the winning chording of Frankie Lester. The orch's restraint builds mood.	77--79--75--76				
TONY SAYAN (Norman Leyden Ork)	When I Take My Sugar to Tea COPAL 1912—Milt Lester's highly professional team work is evident throughout as the orchestra comes up with one of his best instrumental discs. Sound is somewhat akin to the old Artie Shaw instrumental.	77--80--75--75				
NORMAN KAYE	When I Take My Sugar to Tea COPAL 1912—Kaye puts the question with wistful pleading. In a wistful that should get a fair share of the cake the tree will earn before it reaches the top.	75--76--74--76				
Once I Loved You	When I Take My Sugar to Tea COPAL 1912—Kaye puts the question with wistful pleading. In a wistful that should get a fair share of the cake the tree will earn before it reaches the top.	73--74--72--74				
JANE WYNAN (Dove Barber-4 Hits)	I Love You COPAL 1912—Jane Wynan puts the question with wistful pleading. In a wistful that should get a fair share of the cake the tree will earn before it reaches the top.	75--78--74--72				
If I Was Nice While the Moon Was Bright	I Love You COPAL 1912—Jane Wynan puts the question with wistful pleading. In a wistful that should get a fair share of the cake the tree will earn before it reaches the top.	68--70--66--68				
DEAN MARTIN (Dick Stabile)	I Love You COPAL 1912—Martin tries hard with a light melody ditto hand on Italian style. The result is a smooth and polished type that has nothing to do with the more modern Barber harking. Overall draw some steady appreciation.	74--74--73--75				
ALTAZAC ORK (Dove Amesche)	I Love You COPAL 1912—Martin tries hard with a light melody ditto hand on Italian style. The result is a smooth and polished type that has nothing to do with the more modern Barber harking. Overall draw some steady appreciation.	73--73--70--77				
LAWRENCE WELK ORK (Roberta Lee)	Dance Me Loose MERCURY 5770—Acceptable coverage sticking on the Goffrey hit arrangement. The vocal is good but not much more.	74--73--73--75				
It Isn't Any Trouble (Just in S.M.I.L.E.)	Dance Me Loose MERCURY 5770—Acceptable coverage sticking on the Goffrey hit arrangement. The vocal is good but not much more.	73--73--70--77				
BOB SAVAGE	Swingin' Down the Lane COPAL 1912—Singer presents a powerful set of pipes made to order for the kind of intensity of this blue-blond on the city practice.	70--71--69--70				
Tower Song, The	Swingin' Down the Lane COPAL 1912—Singer presents a powerful set of pipes made to order for the kind of intensity of this blue-blond on the city practice.	78--78--76--80				
Martha Davis	Empathy presents harmonic patos a done with typical sharp and sensitive playing. Milt Lester and Russ Morgan. Based to make a profit.	68--68--68--68				
RUSS MORGAN & THOMAS SEVEN	You're Somebody Else's Sweetheart COPAL 1912—Singer presents a harmonic patos a done with typical sharp and sensitive playing. Milt Lester and Russ Morgan. Based to make a profit.	68--69--67--68				
What Is Love?	What Is Love? COPAL 1912—The singer's voice is rather thin, but the tone doesn't go anywhere. It's quite.	62--62--62--62				
My Ownself	My Ownself COPAL 1912—Singer presents a powerful set of pipes made to order for the kind of intensity of this blue-blond on the city practice.	67--70--67--65				

DECCA RECORDS
A DECCA SMASH

ROBERTA LEE

Singing

TRY ME
ONE MORE
TIME"

"BABY WE'RE
REAL IN LOVE"

DECCA 27936 (78)
9-27936 (45)

America's Fastest Selling Records

(Continued on page 77)

Agent Settles De Marco Suit For \$15,000

NEW YORK. Jan. 12.—Johnny O'Connor's one-year-old suit against the De Marco Sisters, over her personal management contract with the harmonicists, was finally settled out of court for a sum estimated at \$15,000. The method for settling the dispute will be agreed to by both parties next week.

The suit came about when the De Marcos signed a new management contract with Manhattan Goldfield last year. O'Connor, who has five years, still had option was still in effect. Legal representatives for the De Marcos were Spring and Eastman.

International Buys Out Sharon Waxery

HOLLYWOOD. Jan. 15.—International Records, which last week switched its tag from International Sacred Recordings, purchased another record company, Heaven's Gate Records. IR will keep the Sharon label as its custom concern, with Sharon topper Robert Stacey remaining on the disk. It is reported that Sharon's assets are reported at \$20,000.

It gets upward of 250 titles and will issue Sharon pictures on both blue and red labels. Acquisition of Sharon by IR leaves only Sacred Recordings and the newly formed petition for IR, Pact, concluded by IR Prexy Paul Hewitt, is effected immediately.

Change of the IR name is due to part to the similarity between it and Sacred Records, in addition to the new name's brevity.

MCA Signs Up

• Continued from page 17

unit spotting in addition a male vocal trio, will kick off about May 1 with approximately eight weeks of one-nighters. The group also will be groomed for TV appearance, and the agency intends to sign in the fall a "Mr. and Mrs." gimmick, designed for TV, to sell the Wayne-Heflin band, which will be in the form of a package show.

Meanwhile, the couple will continue to record for Coral. The current plan is to begin with a Coral release disk to be issued both as Heflin-Wayne releases and as vocal efforts featuring the three members of the original Heflin band. Couple's next disk is the first to be issued as a vocal record, to be topped by Wayne.

The agency, which has been comparatively inactive in pitching and booking its bands, has indicated to a couple of agents that it intends to give the all-out treatment to the Heflin-Wayne venture.

"Kiss" Bliss

• Continued from page 1.

directly verified by the RCA Victor diskery, which only last week covered the record as a nonmaterial on the song after it had been on the market for four to five months.

"Sugary Time," a major promotion effort with the Deco firm, has achieved sales of about 100,000 records in two to three-week period.

"Kiss" adds up to the biggest selling platter in Satchmo's lengthy, brilliant career. Armstrong made his first record more than a quarter of a century ago. His previous high was also a Deco record, "I'm a New Man," coupled with "Lucky Old Sun," which attained about a 300,000-platter sale over a year ago.

BMI Drive

• Continued from page 15

set thru George Marlowe, BMI's director of writer relations.

Gibson has completed a writer-publisher arrangement with American Music, which set up Gibson's first home office and writings. He is the composer of such pieces as "Cry Of The Wild Goose" and the recent "Gambler," with songs such as "I'm A Fat Mama," "Savory," etc. Gansie is credited with lyrics to "Yours," "Annie," "I'm a M-a-g-u," "Nicasagua," etc.

BMI writer deals call for a minimum advance and draw against performance payoffs.

COX TO BEAT GREENE DRUM

HUNTINGTON, W. Va. Jan. 12.—Tom Cox, WSAZ and WSAZ-TV Western and country music disk jockey, and his combo, the Harmonizers, test their tour of State with Edward H. Greene, who is campaigning for governor. Special and general election dates are now being lined up.

Cox has a d.j. session each day on the band and two Saturday AM programs on WSAZ, and two TV shows, Wednesday, 6-8:15 p.m., and Saturday, 7-7:30 p.m., on WSAZ-TV.

SPA-Pubber Audit

• Continued from page 16

1941. Another interpretation would limit the audit to the date when the current contract was signed, 1947. The SPA-AUD standard contract did not allow for audit. Of course, there are no SPA-AUD rules which state no limit can be set on the auditing. The result of the renewed hassle is that hopes for an early and amicable settlement are very dim at present. Attorneys Lee Eastman and Morton Miller, representing SPA-AUD, respectively, admitted that the audit problem looked like it again will have to go to long drawn-out litigation. The SPA-AUD is expected to meet next week to take up the new facets of the argument.

Mercury Sets Up

• Continued from page 16

will receive equal trade acceptance dated 30-60-90-120 days based upon total purchases in 10-12 month period ending Feb. 28. Too, the distributor, regardless of the plan selected, will be given a 10 per cent discount on replacement form for the full 10 per cent discount which is given to the wholesaler.

Distributors were urged to offer the 10 per cent dealer discount to juke box operators who now have 10 per cent increase in number of 45 r.p.m. phonographs, and, where Plan A was involved, it was recommended that salesmen make a special point of this as an incentive to move the disks.

S&S Kidisoky

• Continued from page 16

part with Walt Disney, which gives S. & S. the rights to use Disney flick songs, dramatic story material and art work for the 25-year period. The deal is good for three years with a three-year option. It is understood that a guarantee to Disney is involved in the contract. New Disney productions coming up are full-length versions of "Robin Hood" and "Peter Pan."

Loesser Buys

• Continued from page 17

copyrights in the Susan firm. Morris determined that such a purchase would not prove profitable to his operation and subsequently agreed to sell out his interest in the firm. He is now a small staff working on his material. Bud Gately represents his penning out of New York, and the New York firm works for him on the West Coast.

H'wd to Eng.

• Continued from page 16

was started in Hollywood by Miss Stafford, who recorded "There's a Small Hotel," backed by Paul Weston's band. This tape was sold to the Johnsons, who dubbed his part in the idea for the etching was received by Mr. and Mrs. Stafford manager. The Stafford-Johnson record will be released in England in a few weeks. American release of the platter has not yet been set.

CAPAC Wins

• Continued from page 16

was too high or was or should not be a tariff.

CAPAC sought to have a tariff set for TV, but this was adjourned indefinitely until TV activity gets under way in the U.S. There is no TV in this country, and the board felt it was unwise to set up a schedule where there was no necessity.

CONFUCIUS SAY:-

"IF A HIT IS
INEVITABLE.....
RELAX AND
ENJOY IT!"

"Chinatown"

BY
BOBBY MAXWELL
WORLD'S GREATEST SWING HARPIST

MERCURY 5773 • 5773X45

WITH A NEW RECORDING
TECHNIQUE DEVELOPED BY
C. ROBERT FINE, Reeves Sound Studio

DON'T MISS IT!



M-M-M-M-G-M

= **HI THERE!** =

introducing
BARBARA RUICK

NEW STAR OF MGM RECORDS AND MGM FILMS

singing . . .

"RETREAT"
and
"YOU COULDN'T BE CUTER"

MGM 11151—78 RPM
K-11151—45 RPM

BILLY ECKSTINE
"A WEAVER OF DREAMS" | "TAKE ME BACK"
MGM 11125(78) | MGM K-11125(45)

TOMMY EDWARDS
"PLEASE, MR. SUN"
"WHERE I MAY LIVE WITH
MY LOVE AGAIN"
MGM 11134(78)
MGM K-11134 (45)

"IT'S ALL IN THE GAME"
"ALL OVER AGAIN"
MGM 11035(78)
MGM K-11035(45)

BLUE BARRON
"I WISH I HAD A GIRL" | "TEARS"
MGM 11136(78) — K-11136(45)

LEROY HOLMES
"IN A PERSIAN
MARKET"
MGM 11126 (78) — K-11126 (45)

"I'LL SEE YOU IN MY
DREAMS"

VICTOR MARCHESE
"FLAMINGO" | "WHEN I DREAM OF HOME"
MGM 30494 (78) — K-30494 (45)

ROBERT Q. LEWIS
"I'D LIKE TO BABY YOU" | "GRAND CENTRAL STATION"
MGM 11116 (78) — K-11116 (45)

HANK WILLIAMS
"BABY, WE'RE REALLY
IN LOVE" | "I'D STILL WANT
YOU"
MGM 11100 (78) — K-11100 (45)

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT



701 SEVENTH AVE., NEW YORK 19, N.Y.

"MGM BRINGS THE HITS TO YOU... IN '52"

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard feature of the chart.

PLEASE, MR. SUN	Perry Como
	Bill Kenny
	Tommy Edwards

Combination of the activity surrounding a record and three tire performance makes for these entries to last week's pile of the Johnson Ray pattern. Should be enough action for all to get a healthy share.

SINCE MY LOVE HAS GONE	Tony Bennett
	Columbia 39625

The Bennett sound and style should be enough to push this adaptation from a second than an cliché the ball in the strong potential of this new ballad. The Edgy way with a lyric to start tests. Flip side, "Retreat," was picked last week.

COME WHAT MAY	Patti Page
	Mercury 5772

Follow up to Freed's slick version of "Sigh" is a corn country-derived item. Edgy and the live team up for a most performance.

STOLEN LOVE	Eddy Howard
	Mercury 5773

Follow up to Freed's slick version of "Sigh" is a corn country-derived item. Edgy and the live team up for a most performance.

THE SKIPPER OF THE ENTERPRISE	Alan Holmes Orr
	Mercury (no number available)

This is a factor. Much all the hearts are racing. Columbia's Alan Holmes Orr, plus the big homecoming girl will get an early start in TV and in stores, there should be enough demand to rouse or some such business. Looks like it's headed for the kind of activity received by the MacArthur speed disk.

THE SINKING OF THE ENTERPRISE	Wayne Starnes, with Orch. and Choir
	Mercury (no number available)

With lyrics to the tune of "Last Command," written by Bert Berns, a R&B singer who has gained much of his success in the field of Entertaining artists, backed off with a 50,000 guaranteed sales protection and Mercury's aggressive pushing behind it, should be a real contender for whatever action develops on the Garbo disk.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what time disk jockeys think tomorrow's hit will be:

1. PLEASE, MR. SUN	Perry Como
2. PLEASE, MR. SUN	Johnnie Ray
3. TULIPS AND HEATHER	Perry Como
4. WHEN IT'S SLEEP TIME DOWN SOUTH	Levi Armstrong-Gordon Jenkins Bks
5. HERE'S TO MY LADY	Hot (King) Cole

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the jobbers think tomorrow's hit will be:

1. PLEASE, MR. SUN	Johnnie Ray
2. BRAKES HEARD	Johnnie Ray
3. WIVAS LOW YEA	Ames Brothers
4. WHEN IT'S SLEEP TIME DOWN SOUTH	Levi Armstrong-Gordon Jenkins Bks
5. OM PAHS	The Weavers

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the jobbers think tomorrow's hit will be:

1. PLEASE, MR. SUN	Johnnie Ray
2. RIVER STAY AWAY FROM MY DOOR	Michael Tait
3. WHY DON'T YOU LOVE ME	Romney Steele
4. SNOWFLAKES	Elton, Kenny Guy Lenore Jenkins Bks
5. BE MY LIFE'S COMPANION	Mills Brothers

• The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hit will be:

1. MISSING IN ACTION	Ernest Tubb
2. HEARTBREAK SOLDIER ON HEARTBREAK RIDGE	Wiley Tipton
3. HEARTBREAK SOLDIER ON HEARTBREAK RIDGE	Ernest Tubb
4. BUNDLE OF SOUTHERN SUNSHINE	Eddy Arnold
5. HEART OF A CLOWN	Wade Ray

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"I WANNA SAY HELLO"

and

"I LOVE THE SUNSHINE OF YOUR SMILE"

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Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

**• Album and
LP Reviews**

**90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR**

YOUR HOROSCOPE IN MUSIC—Drewey
Bennett Edde Galaller-Sally Swetland 85
(2)
(\$4.00) 483 WP-325

Here's one helluva cosmopolitan ideal. More than that, it's a book which comes of most remarkable research. It's a guide to the musical life of every country who religiously search horoscope readings. The idea of putting down in musical impressionistic language the musical life of the world is unique. It never before has been done such an incomparably complete earth-level, as on a musical level. The author, Drewey Bennett Edde Galaller-Sally Swetland, expresses the expression, people. On a musical level, she has composed a musical symphony, a musical concerto, and musical variations for the orchestra, and has also made a bundle in royalties for the folks. Drewey Bennett Edde Galaller-Sally Swetland has written her work with no expense spared efforts. The work is divided into 12 chapters, one for each month of the zodiac, each is a musical, historical, descriptive, scientific study. This is highly educational, informative, and interesting. Drewey Bennett Edde Galaller-Sally Swetland is the author of "The Dick Jockey Book," and "The Sleepers."

TWELVE TICKETS TO BROADWAY—Top 30
Vivian Green (PPG-331)
The Green One Let the Young Bird Sing
It's a Mad, Mad, Mad, Mad World The Mad World of Politics
Manhattan, Manhattan, Let Me Be Your Neighborhood
Music Man Seven
Painted Sky The Painted Sky
Tickets to Broadway Rick, the collection of songs from the musicals, "Broadway," "Painted Sky," and "The Painted Sky," which was the first album on which he did all of his own singing.
Timeless The best of the rest of the material in the albums, "Not great for dancing, but great for listening." "I'm not sure what 'Timeless' could be," says Gould. "I could have just a little action as a single, like 'Moderation' or 'Pagin' Guitars,' which should be included in the album."
Captain (33) ML-4451
Heads Up! What Is There To Say
It's a Mad, Mad, Mad, Mad World Mine; September Song
Manhattan (33) ML-4452
Martin Gould Martin Gould has released seven from eight albums since his last appearance in the chart. All are new sets. Many of the numbers are not the best, but they could be the ones that will be most popular. "I think that the ones that will be most popular are the ones that will be most popular," says Gould. "I think that the ones that will be most popular are the ones that will be most popular," says Gould.
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the orchestra, the "bewitched," from the newly revised "Pal Joey," is handled simply, with some enjoyable play by the conductor. With the wide market for works of show scores and tunes, this set should please many.

New High The Moon; Belgrave Blues; Lady Be Good; After You've Gone.

The JAZZMEN started the concert group with "Lady Be Good" on tap. This concert version, though, of "Lady Be Good" was issued previously on '78's. It features some brilliant work by trumpeter Beck Clayton, altoist Eddie Daniels, tenor man Compton, and flute player Phil Phillips, who is also a writer. The reading is not as cutting as was the first version but there still is enough swing and bite in the playing to keep the audience interested. The same group does a stately effort on the Bethpage blues, "Lady" and "Lady" gets a second reading featuring Letterman on tenor; Smith on piano, and the band on drums. Beck Clayton on trumpet. McIver is particularly brilliant on "Lady" and the late Julian Higgins shows striking high notes in close out the selection. "Lady" is a strong entry in the jazz repertoire to be without it.

The real jazz collector will be

HILLS OF HOME—Peter York Concert 70
Oct. 13-17, 1958
6-55¢
Cookies and Mussels: The Rose of Tralee: A Little Bit of Heaven; Mountains of Mourne; Holy City; Hills of County Clare; If I Were a Blackbird; Lassendenbury Air.
England: You're an Englishman; Better-Loved Americans; and orchestra leaders, tons in a very popular job with these appealing and sentimental Irish songs and folk-tunes. All of the songs are familiar, but the simple, yet effective, instrumental arrangements make them sound brand new. This is an excellent addition to any library that can make a nice program for Irish play parties. Titles include "Cookies and Mussels" and the recent song "Hillside Bay." Recording is good.

68
Bass (1-137) 44-5368
King Porter Stamp; Dead Man Blues; Wolverine Blues; Jitter Bug Blues; Milwaukee Jive; Sidewalk Man; Cannon Ball Blues; Kansas City Stomp. The group is excellent, and the music is good. Give them a chance on any of their recent Decca LP's. It isn't quite the assimilated, free-wheeling style Dixie, but a smoother, more-arranged form, played by some of the top men of this period. The group is exciting on the old standards, and the new material is good. The "Shake Your Tailfeather" and "I'm a Little Teapot" are great. Frank Lawson's driving bass sparks the numbers, with outstanding work by McGarrett on trombone, and Lon Siegel on piano. Collectors will be interested in this set.

***Thanks, everybody,
for giving us the
number one song
of 1951***

"TOO YOUNG"

*...before we were
too old to enjoy
the loot*

Words:
SYLVIA DEE

Music:
SIR LIPPMAN



Hocus-Pocus

By BILL SACHS

ILL LUCK continues to bound **Jay Marshall**, magical emcee, because his father, **Samuel Baker**, death of New York magicians, passed away, and now his father is in a New York nursing home. Baker died from the same wounds inflicted by hold-up artists... **Frank Brooks** (**Garcia**) is still in the hospital at the T. D. Kemp Circuit in the South.

Joe Casotto, after visiting around New York over the holidays, says he's back. He last week... **Roy Benson** is launching a magic school in New York, the details of which were announced later... **George Schindler** reports that while things in New York, he has been keeping his week-ends at Club Jericho there.

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JANUARY 19, 1952

Communications to 1564 Broadway, New York 19, N.Y.

THE BILLBOARD

47

Music Circus At Mirror Lake

NEW YORK. Jan. 12.—Newest organized long-distance operation under canvas is the Hudson Valley Music Circus, shedding a July 1 opening date at the King Poughkeepsie-Newburgh, N.Y., area. Venture is financed for \$60,000 by Broadway Al Goldstein, Morris Halperin with backing from a group of Kingston merchants.

Set-up calls for a 1,000-seat tent 14 by 16 feet, with a resident company of 24, plus imported names for each bill. Tent will open January 19 with "Mister W. D. W.", "Finian's Rainbow," "Chocolate Soldier," "Rainbow," "Naughty Marietta," "Anna G." (Doris Day), "Candy," "The Desert Song," "Show Boat," "Rosalinda," and "Blithe Spirit." A \$30 advance ticket is \$25, regular, with a \$4.25 top tariff Tuesdays, then Thursdays.

Construction gets underway April 1. Arthur Cantor is directing current propaganda.

2-in-1 House At Knoxville

KNOXVILLE. Jan. 12.—This year's city will soon have the nation's first combined stage and open-air theater, but enclosed in winter. This unique theater will be owned by the city, which trustees recently authorized \$35,000 for its construction.

The new playhouse will be called the Carousel Theater.

BROADWAY SHOWLOG

Performances Thru

January 12, 1952

DRAWS

Affairs of Statesmen	... 2-6, '52
Martin E. 2-6, '52
Anna Christie	... 3- 9, '52
Curry 3- 9, '52
Antony and Cleopatra	... 12-20, '51
Camelot	... 12-19, '51
King and Country	... 12-19, '51
Gipi	... 13-24, '52
I Am a Camera	... 11-26, '51
Le and Beatrix	... 12-12, '51
Poet of His Return	... 12-13, '51
Romance to See	... 10- 5, '51
Shirley Valentine	... 10- 4, '51
Saint Joan	... 10- 4, '51
State of 5- 8, '51
The Gentleman 12-12, '51
(National)	
The Fourposter	... 10-24, '51
(Glynnies)	
The Moon 3- 8, '51
(Albert Mordell)	

MUSICALS

Saga and You	... 9-21, '51
Call Me Madam	... 10-12, '50
(Universal)	
Guys and Dolls	... 12-24, '50
Kiss Me, Kate	... 1-4, '52
Paint Your Wagon	... 11-13, '52
(Chuker)	
Play It Again, Sam	... 1-3, '52
(Broadway)	
South Pacific	... 4- 7, '50
(Majestic)	
The King and I	... 3-14, '51
Top Banana	... 3-11, '51
Twelve O'Clock	... 7-18, '51
(Mark Hellinger)	

CLOSED

Don Juan in Hell	... 12-31, '51
(Century)	
Glad Tidings	... 1-5, '52
(Lyric)	
Legend of Lovers	... 3-12, '52
(Premiere)	

Wise 1-12, '52
(Reprise)	
(Opened)	
Number 1-12, '52
(Universal)	
Open 10-20, '52	
The Wild Duck	... 1- 6, '52
(Clybourne)	
(Opened)	

COMING UP

Fancy Free	... 1-19, '52
Reprise	
The Stooge	... 1-15, '52
(Gert)	
Desire Under the Elms	... 1-14, '52
(ANTA Production)	

Out of Town Review

GERTIE

(Opened Thursday, January 10)

Shubert Theater, New Haven, Conn.

A comedy-drama by End Bagdad. Directed by Herman Shumard. Set by George Abbott. Costumes by Pauline Fierman and Marion Ryan. Stage Director, Muriel Shumard. Orchestrations, Eddie Sussman.

Music by Eddie Sussman.

Cast: Anna Nagurny, Alice Christie, Gertie ...

Barbara ...

Frank Whaley, ...

Albert Dekker, ...

John ...

Edith ...

John ...

</

Roadshow Rep

NEAL HOLDEN pens from Augusta, Me.: "I was pleased to read a recent item concerning the era when the 10-20-30 shows were all the rage. I can assure you back to the days when I was in Beverly, Mass., with Allen Show Pictures Company, we had a lot of the one and three-reel and other larger advertising paper for these short shows. Now and again we would get an order late in the afternoon and get it up before we left the shop that night. Perhaps there were some who knew the home town base of that good rep actress, Fay Crowell, who was pleased to read about George Deodato. Please see George whenever I happen to be in Boston. George did his best to help me when I was at Stow's in the Hub City when Professor Hutchinson was the lecturer at the special school. Jim Dail, musical singer of note; Fox and Ward and Crowley and Foley and many others. Who remembers the great show business in Gloucester, Mass., and the Oxford in Lynn?"

DAN CORBETT writes from Waltham, Mass.: "I get a kick out of the news of old-timers of rep and tent-show circles. When I was working a crew on magazines in New England and met a number of them, I well recall the old days. I struck Ware, Mass., and it brought back memories of those days. I saw J. R. Rockwell and his sunny South Show under canvas. However, I met only one person who could tell me anything about Rockwell and his shows. And, in the old days, Rockwell's Sunbeam was the most popular news. At Salem and Lynn, Mass., there are still a few left who can gossip about the many shows that came out of New England. At Ray Dryer's hotel in Fitchburg, Mass., I met Jack Kennedy, of Keene, N.H., who was then up plenty of jackpots from the good old days. Jack then made his home in Worcester, Mass. At Allston, Mass., I struck up an attachment with a store keeper who wanted to talk about the Peter Pan Shows that were put out for many years from that city. At Portland, Me., I couldn't find anyone who could tell me about Jack and John DeElmar, topnotch acrobats of the time, and while I was at Augusta, Me., with Mrs. Me, I looked for someone who could go back to the days of Peter Webber but found none. At Bath, Me., I had no luck at getting news of the old-timer, Ed

Brown, club swinger and circus man, but at Haverhill, Mass., I cut up jackpots with his son, Eddie, of Eddie & Fredrick Irving, mid-time circus and Side Show man, and the clerk at the hotel where he stopped. Eddie was a real showman who was well known as an advance agent. It just proves that no matter how far you travel, you are soon forgotten."

RAY E. EVANS, widely known as rep and tent-show circles as Ray Zarlington, is in Ward 3A, Room 358, Veterans Hospital, Boston. Recently he has been receiving treatment for a bronchial and throat disorder for the past four months and has been confined there for at least four weeks more and would like to receive letters and greetings.

The Kress Family is playing school assembly shows in Indiana under the Kress Indoor Show. Frank and Irving Jackson are showing religious pix in New Hampshire following an affair with the Kress indoor show. Quebec. Halvey Trio family unit, is rehearsing a new drama bill and will open it. Opening is set for Massachusetts and a nephew of the family, Allen Jackson, will appear. A number of the Halveys have promoted amateur groups with musicians and may work this year in some spots as they go along. The Harveys are descendants of the famous 10-20-30 shows in the East when that style of entertainment prospered.

R. L. WARDEN pens from Jamestown, Pa., that he has been doing fine with his sons. He has an eight-year-old who has learned what he terms "too much winter." Warden says, however, that he has a good attitude. "I have had good business and my sponsors have been satisfied. I am moving along and probably will end up on the West Coast. I have been over this route before and know the spots to duck through to keep from getting lost or changing. There are some of these Southwest and Western spots that are not world famous but have good show spots. It's in the latter locations where I expect to find work. This business is one for pluggers, not drones. If you like moving around it's great, but if you don't, you won't. You wouldn't if it you don't like real touring."

Drivin' 'Round the Drive-Ins

PHILADELPHIA'S Third District Court of Appeals last week denied a petition for a re-hearing filed by the motion picture distributor defendants in the precedent-setting suit by David E. Milgram against all major picture companies for their participation in the Edward Drive-In theater near Allentown, Pa. The court also denied the petition for re-hearing filed on behalf of the town government picture theaters in Allentown acting as intervening defendants. The court's denial of the petition to the defendants is a writ of certiorari to the U. S. Supreme Court. The court action must be filed and heard by the lower court. In the court action, which favored the plaintiff, it was ruled that his drive-in should have the same right to purchase first-run motion pictures as do theaters in the city. The court's decision was "on the house" at the Wailes Read circuit's Eatontown Drive-In.

MRS. AND MRS. JOE DOLGIN, of the Pine Drive-In Theater, Waterbury, Conn., have returned to their home after a long absence following a visit in Chicago with their son and daughter-in-law, Mr. and Mrs. Albert Dolgin.

JOHN G. SPERBER, of Hartford, Conn., division manager for E. M. Loew's Theaters Circuit, has named John T. LaPolla, Jr., manager of Milford Drive-In, Milford, Conn., as manager of Court Square Theater, Springfield, Conn., and Charles J. Schaefer, who resigned from Pearce Parkway, manager of the Drive-In in The Landing, Mich., is wintering in Hollywood, Fla., and making his headquarters at the Hotel Roosevelt.

CHARLES J. SIDNER, for a time manager of the drive-in theater at Milford, Conn., is doing publicity for the Varsity Drive-In, Stamford, Conn. Recently he has been elected to the board of governors of the Baltimore Press Club.

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PARTNERS: C. L. ELLIOTT, JR. and W. Evans Et.

GIVE TO THE
RUNYON CANCER FUND

ANDREWSON-C. H. (Candy), 87, was retired from show business 11 years ago by his brother, Fred, of (Continued on page 2)

Dorothy Faustini, in Wichita, Kan. Death occurred Saturday, Dec. 27, 1951, in Wichita. She was 86 years old.

J. C. (JIMMIE) ALLEN

Who Passed Away
January 5, 1952
SADLY MISSED BY ALL
YOUR
Brothers and Sisters

BLAND—Howard, 86, former president of the Taylor Book Company, operator of three bookstores in Taylor, Tex., January 5, 1952.

CARLISLE—John Meyer, 88, former proprietor manager of the Carlisle Hospital, hospital January 5, 1952.

DEAN—John H. Dean

EDGILL—George, 87, a newspaperman and pianist, died January 3 in Reading Hospital, Reading, Pa. He was the head of the music department of the Michaelian School for 30 years.

FARRELL—John, 86, of Pottsville, Pa. His widow, Mary, and a daughter survive.

FRASER—John, 87, of Philadelphia, died January 5.

GILMAN—Curt A.

HANLEY—James, 86, former blackface comedian, died January 5 in New York. He died suddenly after a long illness. Hanley made a number of appearances on the stage and screen and often in his blackface comedy routines. His blackface career is believed to have begun in 1905. Survivors include his wife, Margaret; daughters, Mrs. Muriel Conner, Mrs. Ruthie Conner, Mrs. Ethel Conner, and Mrs. Hazel Conner.

HEDLIG—Joseph F.

HORN—John, 87, a newspaperman and pianist, died January 5 in Philadelphia. Born in Chicago, Ill., he was executive director of the Faculty Broadcasters, Inc., Jacksonville, Fla., and later became the vice-president of the Florida Broadcasters Association. He was born in Birmingham, Ala., in 1865 and died in Tuscaloosa, Ala., on Jan. 5, 1952.

KRUEGER—John, 88, a British actor and composer, died January 5 in Milan. Born in Chichester, England, he was a member of the Royal Shakespeare Company and became the voice of Paramount on the radio. He was born in 1864.

LAWRENCE—Freddie Kanno, 89, died January 5 in New York. He was a well-known character in the theater and was a favorite of the public.

**LOVING MEMORY
OF FREDIE KANNO**
Passed on January 5, 1952
Death at White Plains, N.Y.
We send our deepest sympathy
to his wife, Ruth, 86, of Bronx, N.Y.;
and his daughter, E. F. Kanno,
of Forest Hills, N.Y.

LUDWICH—Harry T.

MARSHALL—John, 87, of Lakewood & Triana, which separated 30 years in the Chicago area, died January 5, 1952. He had been vacationing. Survived by his wife, Anna, and two sons, John, 51, operator of several theaters, and two daughters, Janet in Waukegan, Ill., and Linda in Chicago.

MARKEY—Mrs. Catherine V.

MATZ—William, 87, of Market Street, New York, died January 5. A son also survives.

PEZZI—Sam

SPENCER—Edith, 86, of Berlin, Conn., died January 5.

SPENCER—Edith

TOMASO—John A.

WISH TO EXPRESS

My deepest thanks for the many floral pieces and expressions of sympathy at the death of my beloved wife,

FRANCES ART SPENCER

John A. Tomas

January 5 in Washington, D. C. He was

86 years old.

CHRISTIE—

A daughter to Mr. and Mrs. Phil Christie, 300 W. 125th St., New York, is an associate at Station WLW in that city.

ELLIISON—

William Ellison, 26, of Kirkwood, Mo., died January 5. A son also survives.

KING—

McNAUL—

TRICIO—

VENTURA—

WILLIAMS—

W

IAFE Gets Appeal To End Conflict Of State Meetings

Association's Co-Operation Is Urged To Avoid Overlapping Conventions

CHICAGO, Jan. 12.—Mounting irritation over conflicting State fair convention dates were voiced by many Midwest promoters this week, and some did more than talk about it; they petitioned the Interstate Association of Fairs and Expositions to step in and assist in working out conventions that would not conflict.

Ford Yerger, president and one show supplier at the convention of the Minnesota Federation of County Fairs in Duluth this week, jointly wrote Frank Kingman, IAFE secretary, asking that group's co-operation in defining future conventions that would eliminate conflicts.

The petitioners were Ait Swenson, of the Svensson Federated Ernie York Shows, the Chicago booking agency bearing his name; George B. Flint of the Boyle Worldwide Shows; C. E. "Pete" Winkley, auto rama promoter, and Bill Lindemann, sales rep of the Regalia Shows.

Pointing out that they are associate members of several State associations, they urged the IAFE to give them the same kind of assistance in effecting a co-operative working arrangement among the State associations so that their meetings be so timed that associate members may attend the said conventions, which, at the present time, are held in many instances due to their conflicting dates.

"We believe," they added, "that such a meeting could be worked out to the benefit of all. It would enable the fairs to make direct contact with each other, exchange attractions offered, and a more representative field of attractions would be made available to consumers. The booking agencies would be in a better position to more efficiently work out routines with greater production facilities."

Kingman replied to each of the five petitioners, writing them that he would try to work out some corrective measures. He did not indicate what he had in mind.

One State association secretary, Harry B. Kelley of Michigan, this week wrote The Billboard:

Matthew Adler Side of AGVA Policy Story

• Continued from page 15

questioning by the New York insurance department. This is simply a matter of record. Persons seeking to injure the program have flooded that department with every kind of false information and untruth. Learning of this, I voluntarily called upon the department and requested an opportunity to appear before you and state what I believed that be believed the idea would be worth a test.

Generators Idled

Herberman said that circuses and carnivals carrying their own power plants would be most likely to succeed with the plan because they have the most expensive source of adequate power.

An investment of about \$500 in infra-red lamp bulbs would be required, he said, plus having generators and cables on hand, he said.

Herberman envisioned a battery of lamps which he estimated would cover 80 square feet at a time. These would comprise a full load of 60 kilowatt light plant and could be used during day or on a series of low frames. He believed that an ideal plan would be for a tent to be placed over the lot by the trailer truck, if the ground would be leveled.

Intra-red lamps, he explained, put out much heat and little light. The heat would serve to evaporate water in the ground and would not be enough to remove puddles, he stated. The lamps are used by industries to

say that he was open to suggestions as to what could be done to solve the problem.

The Michigan and Illinois conventions, the week of January 20 overlap, and Kelley pointed out that it would be necessary to consider great lengths to avoid conflict this year.

Early last spring we made a number of long distance calls attempting to select dates that would not conflict with Ohio or Michigan. We were unable to expect to set our dates for the week of January 13. However, a convention with Ohio officials was to take place in Akron this week, and it was necessary for them to do so at week.

Ohio is located close to Michigan, we decided to take the week of January 20 against our judgment and made arrangements with the other shows to do the same. All set we received word from Ohio that they were changing to a week earlier in order to previous commitments by the school and that left us on the Illinois dates and there was nothing we could do about it.

Last week, meetings in Indiana and Wisconsin conflicted, and this week meetings in Kentucky, Kansas, Minnesota and Missouri overlapped. Three conventions will overlap the week of January 13. The Nebraska, Illinois and Michigan.

Other conventions that will conflict are those in Georgia, South Carolina and Massachusetts, and Georgia and North Carolina.

(Continued on page 37)

WON'T STOP RAIN, BUT:

Infra-Red Heat Could Dry Muddy Lots, Expert Says

CHICAGO, Jan. 12.—Possibility that circuses, carnivals and parks could use infrared equipment to dry up muddy lots was advanced here by the district equipment manufacturing committee.

His statement was in reply to an inquiry by The Billboard that infra-red was used to dry a football field for a University of California game.

The requester, J. F. Herberman, of the General Electric Company, said many variables make it impossible to say whether the system would be feasible. But he said that if mud be worth a test.

Generators Idled

Herberman said that circuses and carnivals carrying their own power plants would be most likely to succeed with the plan because they have the most expensive source of adequate power.

An investment of about \$500 in infra-red lamp bulbs would be required, he said, plus having generators and cables on hand, he said.

Herberman envisioned a battery of lamps which he estimated would cover 80 square feet at a time. These would comprise a full load of 60 kilowatt light plant and could be used during day or on a series of low frames. He believed that an ideal plan would be for a tent to be placed over the lot by the trailer truck, if the ground would be leveled.

Intra-red lamps, he explained, put out much heat and little light. The heat would serve to evaporate water in the ground and would not be enough to remove puddles, he stated. The lamps are used by industries to

speed the drying of paint and for some minor uses in his garage, but users warn to warm the automobile motor before leaving his house on cold days.

He conceded that time available to show in many cases might not be enough for the lamps to make an appreciable impact on the ground. However, he said that a test might show that time was enough to dry up muddy stands. Longer stands would show enough time, he believed.

It was considered unlikely that an investment would be able to pay off in the first year, but likelihood that the system could be used for midways or space around ticket windows, concession stands and entrances was seen.

(Continued on page 37)

St. Paul Fair Reaps 132G Profit in '51

R. S. Thornton
Named President,
Thompson to Board

ST. PAUL, Jan. 12—Minnesota State Fair, despite rain on seven of its 10 days, wound up its 1951 with a total profit of \$23,467.36, James L. Thompson, secretary, announced here this week at the annual meeting of the State association.

The profit was off from the 1950 operating net of \$232,768.38. Total fair income during the past year was \$1,154,000, while expenses aggregated \$1,130,535.60. Income from admissions totalled \$120,620.45. Income from exhibits was \$20,124.88, while exhibit expenses were \$19,360.23.

Some 1,200,000 visitors attended the fair at the annual meeting of the State association.

Some conventions run two or three days, not because they need that much time, but largely out of either habit or because they picked up a neighbor's pattern and fashioned it.

Some conventions that run no more than two days are extremely effective, not only from the standpoint of both cost and convenience. Some conventions would be greater and delegates and showmen would get more out of the convention.

(Continued on page 37)

Thornton New Presy

R. S. Thornton, Alexandria, veteran manager, was elected board of managers, was elected president of the fair at the annual meeting of the State association.

Walter E. Brown, Minneapolis, was reelected vice-president; Morris K. Carnes, St. Paul, second vice-president; Marvin Sorenson, Minneapolis, was reelected treasurer.

Albert G. Thompson, Spicer, was named to the board of directors and

(Continued on page 37)

St. Paul Fair

Reaps 132G Profit in '51

Profit in '51

St. Paul Fair Reaps 132G Profit in '51

CLOSE-UPS: KEN GARMAN

Show Owner's Climb
Stems From Want Ad

By CHARLIE BYRNES
(This is one of a series of
articles in this column about
people prominent in outdoor show
business.)

A WANT AD in a Chicago newspaper was responsible for Ken Garman's rise from a boy who showed business and alibi he admits that he was "taken" in his initial venture, has never regretted it. Garman is now the co-owner of one of the top truck layouts in the Midwest.

The first time he came to town came in 1922 and the classified ad that caught the 22-year-old Garman's eye sought a partner with \$200 to start a carnival. The advertiser turned out to be a one-man manufacturer of pinball devices similar to today's pinball games. Garman made a bundle of big profits that awaited such a game on Chicago lots, the youthful gamester came up with the \$200 to finance the manufacture of two of the games.

Several weeks later on a periodical basis he read the prospectus on the devices, Garman found his partner had skipped the city after financing one game and leaving another unpaid. Upon learning he was just one of many partners in the deal, Garman took over two games and paid off his companion and enjoyed a moderately profitable season at WIndy City celebrations.

Works as School Boy

With this as his first outdoor experience, Garman earlier had enjoyed a taste of indoor show business. Born in Chicago, September 19, 1900, he had started to follow the footsteps of his father, a successful dentist, and in order to help finance his education, after school hours he was an usher in Chicago legit theaters. After a few years, he and his brother, Cecil, moved over the room partition between them and before long the two school boys were both earning in the neighborhood of \$50 a week.

This lucrative business, which included operations at both the Wood and Cohen's Grand theaters, ended when the brothers' dad, a chain mover into the city and took over most of the checkings of the Chicago theaters.

After his first venture with his games, Garman was bit by the lure of the midway and in 1923 bought a "Pony Cart" and decided to okay business with Max's Export Show Shows. Profits from that season were put into a Chippewa and a small pony cart and with a unit, Garman continued to play Chicago spots with Johnny Toffel and Bob Bell, two prominent operators of their day.

Takes Wifa

While playing suburban Franklin Park in 1928, Garman met Frank C. and Sam L. Cohen of Danville, Ill., who was helping the auspices, the local firemen. The following year the two were married and Garman quit his job for himself and organized the Sunset Amusement Company, the first on the market on which the newlyweds lived.

The next season a Merry-Go-Round and Ferris Wheel were added to the line-up and the little

TENTS

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KEN GARMAN

Show opened at Valparaiso, Ind., getting away from Chicago for the first time. Altho the stock market took a nosedive during the fall, the effects were not felt until July 4, when the bottom fell out and the new Sunset org was forced to close the barn at the end of its tour.

By the spring of 1931 the company had moved deeper into the country, but the financial situation was so bad that they had to rely on cash, managed to take their unit on the road. They survived, but the company did not last year but succeeding in staying out the full summer. Garman took the show out again in 1932 and while it was not as successful as the previous year, he was able, this shrewd management, to keep the outfit running.

Turning Point

The 1933 season was the turning point and after drumming up old dates, business picked up on July 4 and a home-made Kiddie Racer was born.

In 1934, with the economic situation improved, a Loop-O-Plane was purchased from the late Alvin E. Johnson of Elkhorn, Neb., and most show owners were out of cash in those days and a novel method of selling rides was used. Alvin thought the idea was good and with his wife, Virginia, selling tickets, operated the device for a week. Garman liked the idea and decided to take it, receipts for that week were used as the down payment.

Once the depression was weathered, the Garman show continued to grow and a ride was built here and there until today it boasts 11 houses, six kiddie units, four fire engines, four pony carts, four roller coasters, four boat rides, four auto rides, four elephant rides, four rocket rides, four pony and cart rides, four speed boat rides, four auto rides, four miniature train units.

Garman confesses that his operations are inclined to be more elaborate than his competition. Shows that reach the size of Sunset are prone to strike out for a bigger road, but he is satisfied with presenting something which he has serviced for over 15 years. These long-held fair include the Morrison, Ill., fair which includes 17 states, and McHenry, Ill., 13 seasons, and Monticello, Ia., for 14 years.

Altho the show winters in Mississippi, the Garmans make their permanent home in Danville, Ill., home town of Mrs. Garman. The Sunbeam owner is active in civic affairs, including the Showmen's League of America, Miami Showmen Association, Heart of America, and the International Showmen's Association, and is a member of the High Spring Showmen's Association.

He is also a member of the Elks and Moose Lodge, the Knights of Columbus, the Moose Lodge, Peoria, Ill., and the Elks and Moose.

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WELDON, WILLIAMS & LICK

DETROIT, MIAMI & SPAIN

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FAIRS-EXPOSITIONS

State Aid Looming For Blue Grassers

Green Light Would Be Trail Blazing Means of Improving Kentucky Events

By AL SCHNEIDER

LOUISVILLE, Ky., Jan. 12.—Hottest piece of news to come out of the fourth annual convention of the Kentucky Association of Fairs and Shows, held here Jan. 10-11 in the Brown Hotel here, was the announcement by Commissioners of Agriculture Ben Adams, who said no bill had been introduced in the regular session of the Legislature.

But the association voted during the Thursday night Board Garden banquet at which he was principal speaker. He would not divulge the subject of his speech, but said that the subject is to be brought up Tuesday (15) during legislative session at Frankfort.

Kentucky fairmen have been pushing hard for State aid for several years. They almost scored in 1946, but a last-minute logjam prevented passage of a bill which would have appropriated \$75,000 annually for State fairs and a maximum of \$200 per fair.

If the new effort, of Commissioner Adams, proves, closely approximates those figures, it means much to Kentucky fairmen, who have been hard pressed for years for funds with which to carry on their operations. Two years ago, at the association's 1950 meeting, fairmen frankly admitted that their annual subsidies in amount were far below that of States, and saw aid from the State, the means by which they could elevate their status.

About 50 fairmen attending this year's convocation voted to have the meeting in the Brown Hotel in 1952, and have it later January 10-11 so that their meeting does not overlap the Ohio fairmen's convention. The Kentucky meeting adjourned early because many overlapped Ohio's. The many fairs represented at the Kentucky meeting were those which have many showmen-exhibitors to Ohio, with the result that only about 25 turned up at the gathering here.

Now Secretary-Treasurer
Second highest piece of news was the association vote to combine the office of secretary and treasurer. (Doc) Harold Shull, Louisville, who had been secretary for the past three years, was given a rising vote of thanks. His stock in operation of his work and was elevated to the vice-presidency. His post will be taken over by Treasurer Ray E. Wellen, of Marion, who has been tobacco warehouseman, and the secretary's office given to Calvert C. Miller, secretary-manager of Kansas State Fair, Hutchinson.

Directors elected for 1952 term:

Re-Elect Giles As President At Reading

READING, Pa., Jan. 12.—John S. Giles was elected to his 10th term as president of the Agricultural and Horticultural Society of Berks County, representing body of the Reading Fair at a Saturday (6) meeting of the group.

Other officers re-elected included Harry H. Ernstmann, first vice-president; Harry J. Schad, second vice-president; Charles W. Swyer, secretary; Paul H. Estes, treasurer, and Albert W. Swoyer, treasurer. The six officers also retain their positions as executive directors. Horatio W. Miller was elected.

Other directors re-elected included Harry H. Ernstmann, Newell W. Geiss, Alvin F. Kemp, Carl Lied, Jacob H. Myers, A. Wurth, Morris M. Rosenblatt, George Riegel, George L. Rollins, Dr. H. B. Rohson, George W. Schuler and J. George Zera.

are: J. B. Messer, Brothhead; Nelson Brummet, Franklin; Frank C. Rappel, Waverly; Grover Gilpin, Beaver; Willis Stover, Jefferson County, and John D. Engle, Russellville.

During the meeting, members of the executive committee organized a harness racing circuit in the State, but postponed action until one of the three extra meetings that are to be held during the year. Purpose of these meetings will be to discuss various problems affecting Kentucky fairs. Members of the executive committee, arrangements and legislative committees, and pledged support of association projects and mutual co-operation.

Kentucky fairmen have been pushing hard for State aid for several years. They almost scored in 1946, but a last-minute logjam prevented passage of a bill which would have appropriated \$75,000 annually for State fairs and a maximum of \$200 per fair.

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Directors elected for 1952 term:

Middletown Elects Baird '52 President

MIDDLETOWN, N. Y., Jan. 12.—Leonard Baird was elected president, 1952 dates were set for Jan. 11-12, and attendance was reported as 69,263 persons for six days at the annual Orange County Fair Association.

Other officers elected included Dr. A. M. Stivers, vice-president; Edward C. Baird, Jr., Robert R. Austin, secretary; W. James Francisco, superintendent of grounds, and Judge Samuel W. Baird, treasurer. The six officers also retain their positions as executive directors. Odell S. Hathaway, chairman, and Baird, Steven, Chamberlain, and Baird, Eddie, Eddie, and Willis Simpson. Directors include Louis Shura, Iris Carpenter, Hilton Groves, and Robert T. Thorneberg.

There is a possibility of this year's fair opening Sunday, August (Continued on page 57)

PERHAPS IT WAS THE PURPLE COW

RALEIGH, N. C., Jan. 12.—Top-line horse and cattle-show speakers at the Friday (18) meeting of North Carolina Association of Agricultural Fairs included several local celebrities.

Sam Nease, director of many fair and racing events in the East, and Jack Kochman, thrill show operator, are set to tell "Why We Like Horseback." L. V. Johnson, director of agriculture, will explain "How I Beat the Governor." Carl Gruenwald, the enigma, is Carl Gruenwald's topic: "When I Was Mr. De Forest."

Johnson states that "the banquet will be informal, and ladies are expected to attend." Another topic will inform the district sides that "it will never be permitted to wear min coats."

KAN. ANNUALS SEEK AID HIKE

Record Representation Marks Two-Day Topeka Convention

By FRANK B. JOERLING

TOPEKA, Kan., Jan. 12.—Aid to Kansas fairs will be increased by \$1,000 if Senate Bill 252 passes both Houses. It was introduced by Senator W. E. Nichols, chairman of the Kansas Fair Association in Hotel Jayhawk here yesterday. Tuesday (15), Measure 6, bills for appropriations of \$65,000 to be distributed among the counties for use by various annual, semi-annual, and biennial fairs, Kansas fairs receive \$2,000 each, which is earmarked for use as premium money. The proposed \$1,000 could be used to increase the sum fit, such as for re-building or upkeep.

Attendance at the meeting was of record proportions. Out of 89 annuals in the State, 76 were represented. Everett Erhart, State Fair Association president, reported that he viewed the early summer floods did much to hold down gross receipts. Three fairs were compelled to cancel due to floods.

John Morse, Mound City, association president, presided at the meeting. Dr. Fred R. Riddle, Leonard, was elected vice-president. His post will be taken over by Treasurer Ray E. Wellen, of Marion, who has been tobacco warehouseman, and the secretary's office given to Calvert C. Miller, secretary-manager of Kansas State Fair, Hutchinson.

Directors elected for 1952 term:

Charles Krueger Named MAFAE's Pilot for 1952

By FRANK B. JOERLING

JEFFERSON CITY, Mo., Jan. 12.—Charles I. Krueger, Kirkville, was elected president of the Missouri Association of Fairs and Expositions. Erhart, chairman at last year's annual convention, January 10-11, in the Governor Hotel here, succeeded Jack L. Carpenter, Trenton, C. F. Low, carpenter, Trenton; J. F. Armstrong, Warrensburg; J. H. McFadden, Linn, and G. H. Tripp, Aurora, vice-president, and Secretary-Treasurer, Rollo E. Singletary, Jefferson City.

Called the best attended gathering ever held by the association, the large group included the head of the Missouri Association of Fairs and Expositions, O. A. Hart, chairman; Robert T. Thorberg, speak at Thursday's opening session on how

the State is, from year to year, increasing State aid to county fairs. W. E. Preston then spoke on elaborate plans for the annual Missouri State Fair, Sedalia, and Atkins reported on the recent annual meeting of the International Association of Fairs and Expositions, Chicago.

Friday's session opened with Preston giving a running account of MAFAE's annual convention of 1951, Missouri State Fair. This was followed by a panel discussion on the future of fairs in Missouri, moderated by Arnold Kies, Jackson; Art Bond, Mexia; Arla F. Higley, Butler; Elmer L. Lind, Cape Girardeau; and Bud Lovell, Ozark.

Another discussion "What Concessions People Have a Right to Expect at Fairgrounds" was handled by J. G. Greene, Snapp's Greater Show; K. H. Garman, Sunser Amusement Co.; and J. H. H. H. American Beauty Shows; Frank M. Shortridge, Boyle Woolfolk Agency; E. Mahoney, Mahaffey Agency; and A. C. Clegg, Overland, Joe Chitwood, thrill show, and Al Sweaney, National Shows, Inc.

At Thursday's night's banquet in the Grand Ballroom Atkinson presented mementos honoring past presidents of the MAFAE. These included the 1951 winners, Mexico, 1945-47; Arnold Kies, Cape Girardeau, 1949-51; and Robert T. Thorberg, 1951-52. Bill Tracy emceed the floor show and played the harmonica. (Continued on page 57)

Big Turnouts Mark Minnesota Confab

Allen Doran Re-Elected President, Earl Huber Renamed Vice-President

By CHARLIE BYRNES

ST. PAUL, Jan. 12.—More record-breaking Minnesota fair executives attended the 93rd annual meeting of the Minnesota Federation of Fairs and Expositions here Monday, Monday thru Wednesday (7-9). Problems timely to fair management were discussed.

St. Paul Dispatch-Pioneer Press, was one of the key speakers in the business sessions. The fairmen, he said, have a right to be satisfied that their annuals bridge the gap that exists between city and country people and provide a better life for them. "It is not to be permitted to wear min coats," he said.

He lauded the fair for their important roles in development of livestock and for their youth programs, and advised the execs to look for ways to develop and expand existing ones. The function of a fair is demonstrating visually both agricultural and industrial progress and future that will never die out, Stedman said.

At the annual secretary's breakfast, St. Paul Mayor, president of the federation, Bill Hohn, paid tribute to an open discussion among members on the subject of State aid.

It was announced at the breakfast that dues of the federation would be raised the greater part of the fair season. These are to be arranged on a sliding scale with fairs grossing less than \$15,000 paying \$100 and fairs grossing more than \$15,000, \$200. Those whose receipts top the \$40,000 mark. Those who took part in the discussion were: Jim Duncan, Marquette; Harry Sennet, Treasury Department; Bob Whittle, public examiner, and Allen D. Stedman, auditor.

Other State fairmen who participated in the regular business sessions included Dr. Maynard K. Dickey, St. Paul, who welcomed the delegates; Earl E. Huber, Clyde E. Kelsey, George W. Gleixner and Cy Matson, Watford, Minn.

All officers and directors were reelected. Allen J. Doran, Grand Rapids, was renamed president; Earl E. Huber, Wheaton, vice-president; Clyde E. Kelsey, Wadena, treasurer, and George W. Gleixner, North St. Paul, secretary. Cy Matson, Watford, was named to succeed Albert E. Thompson on

Wyo. Events Re-Shuffle

1952 Dates

CASPER, Wyo., Jan. 12.—Wyoming fair and rodeo dates took place at the meeting of the newly formed Wyoming Fair and Rodeo Association here at the Wyoming Inn.

Taking the lead in the changes were the Cheyenne County Fair, here and the Western Plains Fair, Cheyenne, both of which moved out of the crowded week that preceded the new dates.

Douglas. Last year, 70 per cent of the State's annuals operated during the week. The Casper fair was tentatively set Aug. 13-16 its 52nd dates.

Others to follow the lead included Johnson County, Buffalo, which teamed up with the Campbell County Fair, Gillette, and Park County Fair, Rock Springs, which will be held in the Basin County Fair, Basin. Others are expected to follow.

The one-day meeting was Howard Sharp, manager of the Wyoming Commerce and Tourism Commission, who addressed the annuals on the state changes. Dick Mader, of the Northwest Ranch Cowboys' Association, also addressed the delegates.

A committee composed of Rex C. Hayes, Cheyenne, and R. S. McLetta, Casper, was appointed to secure a hearing at a special session of the Legislature on the State laws with regard to some technicalities in State laws with regard to the set-up of fair boards.

South Jersey Sets Dates

CAMDEN, N. J., Jan. 12.—Sam Burgoian again has been appointed secretary and director general of the South Jersey State Fair and Exposition, which has been set for June 1.

O. C. Buck Shows has been contracted for the midway. In order to handle a greater flow of work, fair officials have moved into Suite 603, Broadway-Stevens Building, 30th South Broadway.

Ohio Meet Draws Showmen, Suppliers

Continued from page 50

nated by the various county fair groups, ranged from home-based to national.

The subjects at the various panels and open discussions covered the usual stock discussion, but also in fair status. Coming in for a share of the discussion was the new government rationing known as the "Food Plan," the importance to fairs of the government's various civilian defense programs, and the methods of building a fair-plant revenue by extra rental activity through the year.

During considerable attention at the Wednesday night session was a new feature, "Laughter." Young men from C. M. Garrison, extension director of the Agricultural Extension Service, and A. M. Grasham, president of the Ohio State Club, in Ohio, led a group of youngsters in extolling and explaining the virtues of the club, the Future Farmers of America and the Future Housewives of America.

Representatives of Ohio, Myers Y. Cooper, brought the Wednesday night session to a close with a memorial service for members of the Ohio association who had passed on during 1951. The members thus honored were Robert Haines, former president of the State association for three years; George Damachroeder, secretary of the state association for 1948; L. Bricker, of the Putnam County Fair Association, and Ed S. Wilson, former president of the Stark County Fair, Canton, O.

Mrs. Don A. Derrick Quits

The biggest surprises tossed at the convention made by Mrs. Don A. Derrick, of Beloit, O., on the Wednesday afternoon session to the 100 members of the executive secretaries of the Ohio Fair Managers' Association after serving in that capacity for 18 years, was her announcement that she was in poor health following her husband's death. At the election, offices held Thursday, Mrs. Derrick, of Schiebel, of Dayton, O., was named to succeed Miss Derrick. At the same time, Mrs. E. J. (Bessie) Johnson, of Columbus, O., was elected as treasurer, succeeding B. U. Bell. The other officers were re-elected to their posts for another year. They are Clair L. Hill, Wellington, president; R. S. Hunt, Fremont, vice-president, and C. J. (Sam) Challenor, second vice-president.

Ambitious Program

A program of harness racing was mapped during the concile for the Ohio State Fair August 10-18, 1952, at a cost of \$47,500 in pure purses would be offered, with six days of racing planned instead of the usual four. Total purses offered this year are about \$10,000 greater than in 1951. Four races have been scheduled for each of the six days.

The Myer Y. Cooper Trophy for the best Ohio fair of 1951 was won by the Columbus Fair, with a total attendance of 1,000,000. The second trophy went to Trinway, C. V. (Vern) of Trinway, O.

The convention was brought to a fitting close with a gay ballroom dance Saturday night in the hotel's main ballroom, with Toastmaster Cooper introducing an amateur United States Senator and former Ohio governor; Brig. Gen. A. R. Forrest, and Maj. Norman S. Allard, noted editor and humorist.

Acts for the banquet show, presented by the Ohio State Fair Sun Booking Agency; WLW PRO motions, Inc.; Klein's Attractions; Barnes & Thornhill Attractions; American Theatrical Booking Agency, included the Bellies, Marian Spann, Arlene Dahl, Fred and Helen and Karl Adams, the Three Adriennes, and Hi-Jinks on Rollers.

Ford E. Gooding, of the Gooding Amusement Company, donated the banquet table favors, and the refreshments were served at the courtesy of Joe Lewis, Columbus. Petaline Manufacturing Company, Columbus, furnished the decorations, and use of the Hammons Hotel was the courtesy of D. H. Cory, DeGraf.

The Gooding Amusement Company, which for many years was the cream of the Ohio fair circuit, was again awarded the contract for

the Ohio State Fair. Awarding of the contract for the 1952 State Fair for '52 is to be announced at a later date. It is likely that the new management of the Ohio State Fairs, New Waterford, which has been supplying top grandstand attractions, will be succeeded by the Barnes-Carruthers office, Chicago, in recent years.

Showmen, Suppliers Turn Out

The convention, which opened Saturday evening, was the largest ever, with nearly 600 heads of showmen, attraction people and supply house representatives. Concessions was one of the major areas, with the Korean situation, still fresh in mind, threw a damper on the show. A small contingent of young people in extolling and explaining the virtues of the club, the Future Farmers of America and the Future Housewives of America.

Representatives from the Ohio Department of Agriculture, C. M. Garrison, extension director of the Agricultural Extension Service, and A. M. Grasham, president of the Ohio State Club, in Ohio, led a group of youngsters in extolling and explaining the virtues of the club, the Future Farmers of America and the Future Housewives of America.

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GOOD WILL

Ottawa Party Butters Up Aggie Group

OTTAWA, Ont., Jan. 12.—A meeting of good with among the vital agricultural group was inaugurated here last night by Central Canadian Livestock Exposition.

Some 1,500 farm folk were partied in the fair's huge Coliseum.

It is believed to be the first time a social party exclusively for those actively engaged in agriculture and its actual operation of an event.

Invitations were extended by Dr. W. Armstrong, general manager.

He was joined by H. McTroy, general manager. Fair officials said the party was an expression of appreciation for the contributions much to the success of the exhibition during the year.

Addressing the group were invited persons who attended the first exhibition 64 years ago, including Dr. G. H. Gandy, former Whitton mayor; Dr. Armstrong; Dr. J. C. Taggart, deputy minister of agriculture; and Dr. G. C. Clegg, former minister of Agriculture and Fisheries and C. G. Graham, deputy minister of the Ontario Agriculture Department.

Lengthy speeches were handed.

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Lengthy speeches were handed.

U. S. Ag Sec Brannan Skedded for Pa. Meet

READING, Pa., Jan. 12.—Charles F. Brannan, United States Secretary of Agriculture, will be the principal speaker during the 40th annual meeting of the Pennsylvania State Agricultural Extension Association, Wednesday through Friday (23-25), at the Abraham Lincoln Hotel here.

Charles F. Brannan, association president, said that the main sessions of the meeting will be held Thursday and Friday evenings.

Speakers will include Walter C. Dunkelberg, principal of the Kutztown (Pa.) High School; Vernon M. Criss, home economics teacher; Dr. W. S. Whaley, Pennsylvania Agricultural Extension Association, and K. K. Stocker, Cleveland.

Speakers will continue its "speaker" policy at the annual banquet to be held Thursday night. Banquet tickets will be provided by bookers of outdoor attractions.

An annual meeting of two trotting clubs will be held Saturday night, officially Wednesday night.

Directors of District No. 8, United States Trotting Association, will elect a new director and transact other business that may come before the board.

Directors of the Central Circuit will elect officers and issue racing dates for the coming year. A gathering of Central Fair Circuit tracks will precede the meetings of the trotting groups.

Panel of speakers will include Lawrence B. Sheppard, president

St. Paul Fair

Continued from page 50

CHARLES CHRISTIANSON, Roseau, was re-elected to the board from Congressional District 9. Others elected were James W. Johnson, new director and treasurer other business that may come before the board.

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LAWRENCE B. SHEPPARD, president

CHARLES CHRISTIANSON, Roseau

Riverview Readies Rotor Site, Plans Revised Ad Policy

European Ride to Be Delivered In April; Poster Panels Dropped

CHICAGO, Jan. 12.—Preliminary preparations for installing a Rotor ride are under way at Riverview, according to Max Schmidt, who said the device is scheduled to arrive in April.

Riverview is one of four spots in the city operating Rotors. These rides are to come from the British company headed by Max Meyers, Schmidt said.

He said that the installation would be on a long-term lease and concession basis. Rides will be erected near Riverview's "Parachute" and "Swing" sites, formerly used for an Octopus.

At the same time Schmidt said that Riverview is planning changes in advertising policy of last season. An extensive schedule of sniping will replace

the 24-sheet poster panel series which was installed at previous years.

Schmidt said the previous poster panels were considered too large. The amplit will range up to 24 sheets and will involve eight or nine times as many locations as the year prior.

Much attention will be given to

hits on highways leading into Chicago, he said. A survey showed 40 per cent of the park's automobile business which could be derived from outside Chicago, and the new plan is to seek even a higher percentage.

Mail Studied

Up to now Riverview's long standing system of direct mail advertising. A mailing list developed by the park over the years has been used. This list has been used for circulating season passes. Last season the spot tested several small but effective mailings, one of which was particularly popular with 20 per cent reply where less than 5 per cent could have been expected.

In view of this, Schmidt said, the park is strongly considering substituting new lists for the old on a larger scale.

Routine maintenance work is under way at the park, with crews working on the building and on work. This project will continue with clean-up tasks until about April 1, when the force will be enlarged to 100 men. The final refurbishing will get under way in earnest.

Plans again will have the Side Show at Riverview. His operation won strong and expanding business last season, with a three-year record being set.

Schmidt said that government building restrictions would hold back Riverview's work again this season.

Many Park Men Attend Rites For Alexander

PHILADELPHIA, Jan. 12.—Many leaders in the park business attended a funeral service Friday (4) of Nels Smith, Alexander, operator of Woodside Park, who died January 1. A memorial service was served by Woodside for those who came from out of the city.

Among those attending were: Park, Lansdale, Pa.; Elmer E. Foehl and J. L. Barnes, Willow Grove Park, Willow Grove, Pa.; A. Arnold, Philadelphia; Paul Lansdale, Pa.; Raymond Lusse, Lusse Bros., Philadelphia; William Miller, Philadelphia; Chanaigaudia, N. Y.; Mr. and Mrs. H. P. Schmeck, Philadelphia Toboggan Company, Philadelphia; Jimmie Starnes and Red Erwin, Alexander, operators of the

Woodside, Lansdale, Co.; George P. Felt, Lansdale, Pa.; Mr. and Mrs. D. L'Horche and Aurel Vaszia, National Amusement Device Com-

pany; C. D. O'Neil, Philadelphia; R. C. Campbell, Green Park, Sunbury, Pa.; Melvin Sharpe, Washington, Mr. and Mrs. John L. Campbell, Campion Beach, Philadelphia; John J. Carlin, Carlin's Park, Baltimore; Harry Casino,

Herbert Kline, International Microscope Corporation, Long Island City; Bobbie Williams, Mrs. and Mrs. Robert Guevara, Olympic Park, Irvington, N. J.; David Spielberg, Playland, York, Pa.; B. J. Johnson, Johnson Park, Pleasant Point, Pleasant, N. J.; Richard Lusse, Forest Park, New Haven, Conn.; Paul Hudepohl, secretary of the NAAAPPB, Chicago.

A.C. '51 \$ HANDLE HITS NEW PEAK

Execs Call Season Best in History, Predict Bigger Returns in 1952

ATLANTIC CITY, Jan. 12.—In addition to record admissions, business houses have enhanced their facilities which means they are expecting more business.

According to the latest predictions and the walls at regular intervals from many quarters, business in Atlantic City, soared to new heights during 1951. It is estimated that the dollar turnover, or business settled check by check here during the year, exceeded three-quarters of a billion dollars, a record figure in the history's record. According to the survey, dollar turnover totaled \$775,000,000, which was 16 per cent ahead of the previous year and nearly four and a half times the 1939 volume. And local business leaders predict 1952 will be at least as good, if not better, than 1951.

The survey figures were taken from 100 business houses, mostly restaurants, against checking accounts maintained in local banks by business and individuals, companies and individuals.

The outlook for 1952 is even more promising in the opinion of such local leaders as Albert A. Amstutz, president of the Chamber of Commerce; Jack Lippincott, president of the Hotel Association; Albert Skean, manager of the Hotel Plaza; George Trench, president of the Restaurant Association; Arthur A. Handler, chairman of the Board of Trade; Dr. Edward J. Coughlin, president of the Chamber of Commerce, and Frank Amstutz, executive secretary of the Chamber and Hotel Association.

New Roads An Aid

Skean said the roads have booked more large conventions for 1952 than in 1951. Convention-wise, it looks very good." Chamber president said the 1952 season will remain on a high level, adding:

"There is little doubt but that Atlantic City enjoyed the greatest success of its history in 1951, ending while there was more than a seasonal lull during the late fall, because of the weather. We expect large conventions. I think we may look forward to an even greater year in 1952."

He further pointed out that, upon the opening of convention business, plus the additional traffic that can be expected from the opening of the new Monmouth, Middle, Bridgeton and the New Jersey Turnpike, should combine to keep business activity high throughout the year for an extended period.

Hopelman Lippincott said the outlook for 1952 looks very promising. He said the city enjoyed good business in 1951, particularly during the spring and summer, and he expects the same in 1952. Convention trade 1952 should be a good year for both regular and convention business.

For the local merchant, conditions to remain good as long as full employment continues and people maintain the high living

standards of former years. He pointed out that most business houses have enhanced their facilities which means they are expecting more business.

According to the Restaurant Association, said 1951 was a much better business year for his industry than 1950, and that all indications point to another "good" year over prospects in 1952. "January looks good," he said, "with no major conventions. We can't expect much in February and March. Beginning with Easter, which comes in April, we can expect a good year. It will be as good, if not better, than this year."

Amstutz, as secretary of both the Chamber and Hotel Association, said all indications point to another banner year. He said the Hotel Association, which has booked more calls for accommodations during week ends and holidays last summer, than ever before. In addition to regular visitor and convention business, Amstutz reminded that the resort will have the Mid-American Showmen's Derby, when Louis St. John, chairman of the show's board, expects to attract more than 100,000 visitors to the resort. The Farm Show, for the first time here, will be staged in Convention Hall.

TAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SENSATION

GET A REVOLVING HOLLYWOOD SPOTS-LITE

SEE A STARS SPOTLIGHT CRYSTAL BALL NO MIRRORS TO SPOT LITE

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CARNIVALS

JANUARY 19, 1952

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

59

200 Attend NSA Ladies' Installation

NEW YORK. Jan. 12.—More than 200 members of the National Auxiliary of the National Shrine Association were present Monday night at the Park Sherman Hotel here as Rev. Harold Hamid was installed as president of the group and other officers assumed their posts.

Inductees were Mrs. Dolly McCormick, first vice-president; Mrs. Ruth Gottlieb, second vice-president; Mrs. Annie Goffle, corresponding secretary; Mrs. E. F. Fortune, treasurer; Mrs. Lillian Swanson, assistant treasurer; Mrs. Lydia Nall, recording secretary; Mrs. Blanche Kassow, chaplain; Mrs. Alberta Hines, auxiliary hostess; Miss Edith Sorenson, chairman, board of governors, and Magdalene Hamid, vice-chairman, board of governors.

Program opened with the national anthem, sung by Dorothy

Mighty Page Cements 11 Dixie Events

KINGSTREE, S. C., Jan. 12.—A route of 11 annuals, mostly new spots, were added to the calendar of Mighty Page Shows. Owner Bill Page said he hopes to extend the fall season to 14 weeks.

Data: Greenville, Hendersonville, Rutherfordton, Dunn, Oxford, Roanoke, Trenton and Asheboro, N. C.; Lawrenceburg, Ky.; Birmingham, Tuscaloosa and Rocky Mount, Va.

Work is progressing in local quarters here with the principal project being the creation of an entirely new back end. New Downey light towers have been purchased and a Diesel generator from Fabick Company.

Rochester Midway Pact to Coleman

MIDDLEBURY, Conn., Jan. 12.—Richard L. Coleman, manager of Coleman Bros. Shows, announced from local winter quarters this week that his org again has been awarded the contract to run the midway at the Rochester, N. H., Fair.

This year will mark the show's 22nd as the annual's midway attraction.

Troupers President Party Pulls Capacity Turnout

LOS ANGELES, Jan. 12.—Membership of the Regular Associated Troupers turned out nearly 100 per cent to attend the 11th annual President's Party and dinner at Larry Potter's Supper Club in North Hollywood, Tuesday night (8). Guests included the org, headed by C. H. Alton with Marlene Levine and Virginia Kline acting as hosts.

Alton, who functioned officially as the President's Party, Allens turned it into what he termed an "Oscar Night" affair, with the ladies receiving flowers.

Following the usual pattern of these festive occasions, cocktail hour was followed by a dinner with dinner being served one hour later. During the first part of the evening, the ladies strolling around, entertained.

Royal Crown Shows Ink Enid, Okla.

TOPEKA, Kan., Jan. 12.—Royal Crown Shows, Inc., has contracted to provide the midway at Garfield City Fair, Enid, Okla., Robert A. (Bob) May, general manager, announced here that the week after the Kansas fairs meeting. The annual will fit into the show's route between Tulsa, Okla., and Muskogee, Okla.

Eddie Elkins will have his concessions on the shows.

Shan Wilcox Preps Shows For '52 Tour

Packman, and was followed by his invocation, delivered by Mrs. Karen Hartman, silent prayer for departed members. A written address was given by Mrs. Anna Hartman, president of the auxiliary. Mrs. V. L. Lovewell, entertainment provided by the DeAndrea Sisters, the Ferrone Sisters, Pauline Kappel, John Kappel, Alex and Galina and Pauline Leslie. Music was supplied by Pete Kepelman and Joe Vitale.

Gift to Ethel Shapiro

Gift from the auxiliary was given and tribute was paid the deceased. The candle of fraternal friendship ceremony was next in order, conducted by the honorary chairman of the program, Mrs. Packman. Mrs. Packman, Midge Cohen, Helen Rothstein, Edith Harlan, Mrs. Lawrence, Edna Lazarus, Dotte Allen, and Dorothy Miller all organizers of the auxiliary were introduced by and received tribute from Mrs. Queenie Van Vleet.

Gifts next were presented to outgoing officers and chairmen, who delivered an acceptance speech. More entertainment followed, and the members then were introduced to the new officers. These included Mrs. Hamid, Mrs. Packman, Midge Cohen, Fannie Lindeberg, Mrs. Lillian Swanson, Blackie Evelyn, Buck Irene Moore, Shirley Levy, Anna J. Halpin, Shirley Herndon, Dolores Zito, Rose Anna, Patricia Williamson, Miriam Sussman, Loreta Roth, Imogene Caldwell, Molie Miller, Mrs. Betty Schatz, Mildred Lasurus, Margaret Lux, Gladys Manning, Kate Benet, Venita Johnson, Mrs. Dorothy Dominek, Hilda Berger, Mrs. McKeen, Mamie Sibley and Mrs. McKeen.

Gifts from the new officers, Mrs. Packman, Mrs. Lawrence, Mrs. Blanche Henderson, Mrs. Van Vleet, Anna Hall and Mrs. Shafer were presented.

Anita Goldsma En masse

Greetings and the receipt of flowers were announced by Anita Goldsma, who was president of the Michigan Showmen's Association, Hot Springs Showmen's Association, and Showmen's Association, Greater Memphis Show. (Continued on page 62)

There were no speeches and introductions were held to a minimum. Mrs. Kline emceed the informal session, later turning the gavel over to Mrs. Hamid, the new president. The 1951 official slate of David Friedheimann, president; Mabelle Bennett, Ray Marlowe, vice-presidents; Florence Smith, secretary; Florence Smith, treasurer; Frank Cappa, Heart of America, San Francisco chapter.

Presenting the current officials, Lillian Schie, president; Larry June, vice-president; Alford Scott, June, Ray Reynolds, treasurer; Nancy Meyer, treasurer, and Mrs. Smith, secretary, acknowledged.

Tickets of admissions and good wishes were read from Harry G. Seber, Show Folks of America, Sam. M. Bennett, president; third vice-president; Frank Cappa, Heart of America Club, Kansas City, and Arizona Showmen's Association.

Guests introduced included Councilman and Mrs. Leo Warburton, George Compton, Mrs. Mrs. Robert Sorenson, Roy Clayton, president, Los Angeles County Planning Board; G. E. (Jerry) Clegg, president, California Showmen's Association president; Lucile Dolman, president, PCSA Ladies' Aux. (Continued on page 62)

Don Franklin Org Inks Minn. Circuit

GARMAN Facts Rochester, St. Charles; Dobson United Sets Three New Fairs

ST. PAUL, Jan. 12—Don Franklin Shows, Inc., Jan. 12, announced its first invasion of Minnesota fair territory, this week signed to provide the midway for the three fairs in the St. Paul, Red River Valley Circuit of fairs. The five fairs include Barnesville, Ferndale, two editions of the Midway in Montevideo, and Montevideo.

In October, 1950, Wilcox was ordered to leave the road by his employer, and he returned to his home in the Twin Cities, where he had been working as a painter. He was offered a job at his home here, with most of his equipment delivered to other orgs.

Mr. Brod, who had just got out his season with 12 fairs, eight shows and a free act, Wilcox said. Shows: Pauline, Terrell, Waco, West Virginia and Georgia. For the same territory he has toured for 10 years.

Wilcox will rebuild all equipment in quarters. He also plans to buy several new rides and light equipment. Since the opening date, Wilcox said these arrangements would be made soon.

He just now made the decision to go back into business to be said, "I and I haven't had time to select a new org. That's not I've made up my mind I want to go back into the organization set as quickly as possible." After opening winter quarters, Wilcox plans to go on a booking tour.

Sunshine Gets Midway Pact At Largo, Fla.

TAMPA, Jan. 12—Sam Holman, owner-operator of the Sunshine Shows, this week announced that he had been awarded the Pinellas County Fair and Horse Show, Tampa, Fla. Dates are February 19-23.

Holman said he would augment his present staff of 20 men, regarded as one of the best of Florida winter annuals. He plans six acts, back-end and front-end.

It is also likely that a circuit of rodeo unit may be added. Under contract to the Pinellas County Fair, Dade City, Pasco County Fair, Dade City, Pasco County Fair, Dade City, Tampa, and Hillsborough County Fair, continuing dates on Tampa lot.

A crew of 20 men, under the direction of Jimmy Dean, is readying the midway for the opening. Light and several light towers have been purchased. They will be used for the first time in Dade City. Pat Frazer, chief electrician and builder, is preparing this equipment.

Fredericton Signs Lynch

FREDERICTON, N. B., Jan. 12.—Lucky Lynch Shows will provide the midway for the Fredericton Exhibition, September 13-18, it is announced by Ray Crewdon, executive manager of the event.

Frank Lynch, operator of the midway here when the Fredericton Exhibition group staged their first fair in 1951, will be in charge. Lineup for 1952 was provided by Modell Shows of Canada, operated by Joe Harris and Frank Rome.

Hannum Patient

PHILADELPHIA, Jan. 12—Morris Hannum, operator of the show bearing his name, is recuperating from a lung operation. Doctor H. H. Hahnemann here, since his confinement may last for several weeks, he would like to hear from friends.

Hannum reported that he is already forming his show for the coming season and that the booking of dates is progressing despite his illness.

EYE PRIZE ROUTE

Easterners Load Up To Stalk "A" Circuit

NEW YORK, Jan. 12.—For the first time in a number of years a full complement of Eastern representatives will attend the Western States Shows at the 1952 Eye Prize exhibition meeting at Winnipeg, January 21-23, to demonstrate their products to the profession.

Representatives of all states are prepared to participate actively in the bidding.

Frank Bergin, manager of the World of Mirth Shows, has assigned the Western mission to his side agent, Gerald Snell. This is the first time the show made by a World of Mirth exec at the Western confab in more than a decade.

Bergen indicated that Snell's attendance this year will be exploratory in purpose, but said he is definitely interested in getting in and equipped to play the dates. Bergen and Concession Director, Don L. Ladd, will attend the Eastern meeting, although the booking interest is nil since the show's fair route is sold.

Jack Wilson and Izzy Cettini are believed anxious to make a strong bid on behalf of their Cettini Shows, Inc., and Bergin and Ladd Lockheed to assist, they have a potent three-way maneuverability in reaching out for choice

Veterans United Shows, owned and operated by Charles Carroll and John McDonald, signed two Minnesota fairs new to their route. Two more fairs are Sauk Centre and Montevideo.

Other carnival companies included A. B. Brooks and Cliff Mansfield, Reeds United Shows; Mr. and Mrs. Jack Vomberg, Arnold Vomberg and Jay Vomberg, Vomberg Shows; Mr. Bill Collins; Mr. and Mrs. Rocco Schiano, Rocco Schiano Shows; Mr. and Mrs. Haig Gamez, Hal Gamez Shows; Alvin and Marion Henderson, Merriam's Midway Show; Mr. and Mrs. Henry Klein, Klein Shows; Mr. and Mrs. Bernard Thomas, Art B. Thomas Shows; Mr. and Mrs. Fred L. Smith, Fred L. Smith Shows; Mr. William Wolfe, Wolfe Shows; Robert (Bob) Parker, and George Kush.

Prell Preps For 9 Florida Winter Fairs

KISSIMMEE, Fla., Jan. 12.—Owner Sam E. Prell is supervising the preparation of nine fairs prior to Prell's Broadway Shows Jan. 21 opening at the Florida State Fair in Miami. On hand from the shows were Earl D. C. and Bernard Rogers, S. C. Cole and Bob Smith.

Carl Sedlmayr, owner of Royal American Shows and the show's general agent, Bob Lohmar, visited with the presidents of the Minnesota State Fair board here during the meeting.

Al Martin, president of the 29th Century Shows, reported to provide the fun zone at the Tampa River Fair, the annual will be held at the same site before the org moves to the North Dakota State Fair, Minot.

Two new Minnesota annuals will be on the route of Gold Bow Shows at the St. Paul Fair, Duluth and Hopkins. Owner Mickey Stark also announced signs are on hand at quarters, a mass rally is expected next week as the show prepares to pull out of quarters.

Joe and his father, Sam, will meet Eastern fair meetings beginning with the Georgia session.

spots since the Eastern and Western fair meetings also command their attention.

The C&W group has strengthened its ranks each year since going on rails and the owners are quick to admit that they are anxious to engine additional gains. Soledad is intent again and ever-ready to come in with a timely proposition on behalf of the Eastern E. States Shows is the latest to add to the C&W group.

Owner States has never lost an opportunity to strengthen his business activities and big job involved in running a big show is not enough to curtail his business activities as was demonstrated when, while he revived the Johnny J. Jones Show title and launched a new road show.

Eastern biggies brush aside all of the problems, concerning transportation principally, that are involved in getting to the A Circuit. They are all admirably equipped with show and equipment and literally building at the seams in this respect.

Buckin, the careful planner, has a situation which is actually speaking. He has investigated every possible contingency and has answers ready.

GOODING AMUSEMENT CO.

WANTS SHOWS

Of all kind. Need exceptionally good Monkey Show. Buttons, cotton etc.

Fine route of cities including Ohio State, Kentucky State, Mississippi State and many others into November.

F. E. Gooding will be at Florida State Fair, February 10 to 15, or write, wire or phone.

1900 NORTON AVE.
COLUMBUS 2, OHIO
Phone: University 1193

WANTED First-Class Mechanic

For fleet of International Trucks. Must have tools and be able to keep fleet running. Good pay and benefits. Write or wire W.H. Morris, winter quarters, Kissimmee, Fla., Jan. 18-26, for Sarasota, Fla. Opening date Jan. 21-26. Answer Beach to follow.

Award.

Prell's Broadway Shows
SAM E. PRELL

FOR LEASE
To reliable persons for show, 1000 ft. long by 200 ft. wide, with stage, Riser Auditorium and Side Stage, all in good condition with transportation. All replies to:

EDWARD A. ROTN
3851 N. W. 23rd St.
Phone: 5-1974

Miami, Fla.

WANTED TO BUY
85 ft. Wheel, 2 Kiddy Rides
Cash Deal. Write
P. O. BOX 1261
Allentown, Pa. Phone: 4-6020

Producing America's Best Carnival and Circus Side Show

BANNERS
SNAP WYATT STUDIOS
873 S. BOST 1100
TAMPA, FLA.

Phone: Write or Wire.

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MORE PROFITS—STEADIER INCOME WITH VICTOR'S NEW SUPER SALESMEN...

BABY GRAND & CHICLE TREETS



AT YOUR
VICTOR
DISTRIBUTOR
TODAY!

—the right combination for greater profits and steadier income. CHICLE TREETS, the finest candy coated chewing gum you can make, is now available in the Baby Grand vending period.

VICTOR'S BABY GRAND was especially designed for the vending of CHICLE TREETS and vending two for one cost (2 for 1c).

The Baby Grand CHICLE TREETS in bulk makes it more profitable and compact operation than tubs ever possible—there are 380 CHICLE TREETS to the pound, and vending 2 for one cost (2 for 1c) is a great profit. The Baby Grand is an appealing location: JUST POUR YOUR CHICLE TREETS in BABY GRAND and YOU ARE OFF LIKE A FLASH!

VICTOR'S BABY GRAND is the most compact and attractive appearance gets you in these choice locations you've dreamt about. The cabinet is of solid oak and finished natural.

BABY GRAND is the new VICTOR CHICLE TREETS and takes only \$2.25 each time it empties.

GET STARTED NOW—TODAY! A few of these very beautiful machines vending this high quality chewing gum will give you a greater opportunity than you can visualize.

VICTOR'S JUMBO 100



AT YOUR
VICTOR
DISTRIBUTOR
TODAY!

Designed to vend and sell more jumbo-size ball-gum, 100 count per pound.

THOUSAND OF LOCATIONS ARE AVAILABLE AND WAITING FOR THIS EYE-CATCHING SENSATION.

JUMBO 100 IS TRULY A MASTERSPIECE. Its strong, sturdy appearance with colorful styling attracts attention beyond compare.

The combination of JUMBO 100 and JUMBO-SIZE BALL-GUM has sustained play appeal which means a permanent predictable future for you.

JUMBO 100 will sell more JUMBO-SIZE BALL-GUM than any other vendor ever devised.

The outstanding JUMBO 100 cabinet is made of solid oak, beautifully decorated in blue, red, yellow and chrome, and holds 750 to 800 jumbo-size ball-gum.

GET STARTED TODAY WITH THESE SUPERIOR SUPER-SALESMEN.

VICTOR

VENDING CORPORATION

3707-13 W. Grand Ave.

Chicago 29, Illinois

Supplies in Brief

Tobacco, Candy Sales

WASHINGTON, Jan. 12.—Tobacco manufacturers' sales in November fell off 12 per cent from October, but the decline was high prior to an excise tax hike, but confectionery manufacturers' sales climbed 1 per cent in November, the Department of Commerce reported this week. November sales by the tobacco industry totalled \$41,123,000, in contrast to 11 months of 1951 were 5 per cent above those in the same period the year before. Confectionery sales last November totalled \$1,640,000. Sales in the first 11 months of 1951 were 9 per cent above those the preceding year.

Tobacco Mfg. Profit

WASHINGTON, Jan. 12.—Net income of tobacco manufacturers after taxes increased to \$45 million during the first quarter of 1951, up from \$35 million in the second quarter. Federal Trade Commission and Securities and Exchange Commission mainly reported this week. Income in third quarter of 1950 totalled \$40 million.

WASHINGTON, Jan. 12.—A new record cigarette consumption of about 375 billion for 1951 and imports of 170 billion were forecast for 1952 helped boost tobacco prices to an average of 52¢ a cent a pound, a 9 cent, cent increase over 1950. The latest figures released by the Bureau of Agricultural Economics of the Department of Agriculture, Ciga-

rette companies, chief buyers of burley, attributed part of the 4 per cent addition in cigarette consumption to increased overseas shipments.

Sugar Buying Off

WASHINGTON, Jan. 12.—United States sugar imports for 1951 in the United States were 625,929 tons less than the 1950 total of 2,783,919 tons, according to Agriculture Department figures released yesterday. Agriculture and military purchasers bought 1,793,400 tons of sugar in 1951, a drop of 51,522 tons from the previous year.

Gov't Buys Pecans

WASHINGTON, Jan. 12.—U. S. Department of Agriculture purchased 1,740,000 pounds of shelled pecans, averaging 73 cents per pound that seek to growers in marketing the large crop. Purchases will be made from January 14 to the end of February.

Union Issues House Organ

CLEVELAND, Jan. 12.—The first issue of a new union house organ, described as a paper for the vending field but carrying advertisements from the vending association, appeared this week.

Called "Vending Union News," the new organ is issued by Local 416 of the International Brotherhood of Teamsters here.

The new organ described itself as having the "basic purpose" to keep our members informed of activities within the organization and in the industry.

The first issue contained material reporting purely local business affairs of the union, the highights of the union's labor laws and editorials on safety and repression of workers behind the iron curtain.

One item said the local "is hoping to increase weekly benefits and health and accident coverage with no additional cost to members." The item said the local's council hopes to make the program a part of all union's benefit plans.

Another item said all members "irrespective of the division of the vending industry they are in."

FTC-Curtiss Case Studied by NCWA

WASHINGTON, Jan. 12.—E. J. McCoy, president of the National Candy Wholesalers Association, has appointed a committee to examine the effect of the Federal Trade Commission's ruling on the Curtiss Candy case on candy wholesalers.

The committee, authorized by NCWA's board of directors, is headed by C. E. Morgan, Atlanta, Ga., a former member and former mayor of Atlanta. Peter Kramer, Jr., NCWA vice-president from Somerville, Mass., Abe Greenbaum, New York, Ernest Prince, McKeever, Pa., and Clyde A. Short, Shelby, N. C., are the other committee members.

New NORTHWESTERN

MODEL	ORDER NOW	10 col.
1c 49	10c	TOP
1c 50	\$17.35 ea.	GUM
2c 50	\$17.15 ea.	VENDOR
2c 100	\$25.45 ea.	\$25.95 ea.
3c 100	\$25.45 ea.	\$25.95 ea.
4c 100	\$25.45 ea.	\$25.95 ea.
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50c 100	\$25.45 ea.	\$25.95 ea.
60c 100	\$25.45 ea.	\$25.95 ea.
70c 100	\$25.45 ea.	\$25.95 ea.
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Lower prices from America's largest charm manufacturer.
Over 40 new and different series of charms.
Our prices are lower
Send 25¢ for complete samples.

PENNY KING CO.
415 Stephen Street
Pittsburgh, Pa.

WRITE FOR CATALOG

ON SALE VENDORS
MEDICAL EQUIPMENT ETC

CHARMS

Large #2 Size—Per 1,000
PLASTIC SILVER COPPER
\$1.95 \$3.33 \$3.43

We reserve the right to limit quantity

CHARMS

All steel — aluminum finish
cement, etc. Ready for use.
Size 1 1/2" x 1 1/2"

CHARMS

35¢ each
We are your distributor for
leading makes of
VENDING EQUIPMENT

Parkway Machine Corp.
715 E. Market St., Baltimore 2, Maryland

READY FOR DELIVERY NOW!

1c or 5¢ ACORN

ALL-PURPOSE BULK MERCHANDISER

Featuring the new

WHITE FLASH

BUSHING MACHINERY

KLARE SALES COMPANY
120 W. Jackson St., Phoenix, Ariz.

VOLUME PRODUCER! ACORN

1c or 5¢
All Purpose
Bulk Merchandiser

All New Features

\$14.95

To Immediate
Delivery

3023 Fifth Avenue

Pittsburgh, Pa.

OAK SALES CO.

"The Magazine
of Automatic Merchandising"

"As a small vending machine operator, I find VEND right up to date on news and helpful suggestions which cannot be found in any other magazine."

GEORGE F. KENNEDY
MECHANICSVILLE, N.Y.

VEND

2160 Patterson St.
Cincinnati 22, O.

Please enter my subscription to VEND
Magazine for One Year for which I
enclose \$3.

Name _____

Address _____

City _____ Zone... State... _____

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues in December. All advertised used machines and prices are listed. When more than one firm advertises identical equipment, all prices are listed. When more than one price is indicated in parentheses, where quantity discounts are advertised, as in the case of bulk vending, only the single price is listed. Any price otherwise depends on condition of the equipment, age, location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Item No. of Machine
Jan. 12 Jan. 5 Dec. 29 Dec. 22

Advance Candy \$25.00 \$25.00 \$25.00 \$25.00

Advance Ball Game 5.95 5.95

Advance Box 39.50 39.50

Advance Box, 100 hole box 6.95

Advance Bulk Vending 6.95

Advance Hat Net 6.95

Orbit (2 Cal.) 12.50

Orbit (3 Cal.) 14.50

Orbit (4 Cal.) 6.95

Orbit (5 Cal.) 6.95

Orbit (6 Cal.) 6.95

Orbit (7 Cal.) 6.95

Orbit (8 Cal.) 6.95

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MUSIC MACHINES

Communications to 188 W. Randolph St., Chicago 1, Ill.

JANUARY 19, 1952

THE BILLBOARD

73

III. Operators Discuss ASCAP Bryson Bill

CHICAGO, Jan. 12.—The major portion of the regular monthly supper-meeting of the Music Operators Association here Wednesday evening was devoted to the ASCAP sponsored Bryson Bill which would subject juke boxes to a performance tax.

Bob Lindelof, president of the association and chairman of the meeting, said all the members are misinformed about what the Bryson Bill could do. He said the 15 members attending the session were "pretty definite" in their opinion that "large operators with a big overhead could not stay in business."

However, Lindelof said the members were also agreed that smaller operators probably could remain in business despite the additional burden the bill would impose.

Motion on Forms

A motion was passed that everyone fill out and return the forms sent out by manufacturers requesting information needed in the fight against the bill. The forms are to be mailed to the manufacturer.

In other actions, the association's auditor read the financial report on the group's first four months of operation. It was agreed that in the future the financial reports would be read quarterly to the members.

Lindelof said that more members would have attended the session, held in the Wing and Fin Club at Yolo, Ill., but that several operators were out of town, and hazardous driving conditions deterred others.

Atlas Plans 2 Service Meets

PEORIA, Ill., Jan. 12.—Atlas Music Co., Peoria, Ill., will hold a service school on Selecting equipment for operators and servicemen in this area at the Jefferson Hotel, January 22. The school is scheduled for the Fort Armstrong Hotel, Rock Island, Ill., January 22.

Frank Beale, Atlas' chief service engineer, will conduct both sessions. Firm's sales staffers, Steinlein and Harold Hwang, are also expected to participate.

Purpose of the school is to outline for experienced Seeburg operators new service methods and also recruit new operator personnel factory service methods.

THIS JUKE READS DANCERS' BIDS

PHILADELPHIA, Jan. 12.—The Hotel Warwick here has what amounts to a real live "juke box" booked for an entire year.

The juke box featuring a flashy selector system called the "tune-a-matic" is the brain of Lenay Lenny.

The selector "tune-table" is a mechanical gadget mounted on the stand-on which one can write the number of the selection they want to hear.

The same 339 tunes in the juke box are also listed numerically in little booklets placed on each table in the room.

The "tune-table" flashes the selected number coming up for the bandmen and customers alike.

TOP PROMOTION

Thousands Play Free Juke Box

SPRINGFIELD, Ill., Jan. 12.—Hundreds of people here are invited to play the juke box for free during its first successful promotion-advertising plan tying in with a movie at a local theater.

The juke box, a Seeburg, furnished by the Local Star Advertising Company of Old Town Cat Angelo, was prominently displayed next to the ticket booth under the well-lighted marquee of the Seeburg Theater, in connection with the movie "Sunny Side of the Street."

Theater patrons or passers-by played the juke box, according to the "Sunny Side of the Street" by Franklin Laine, who stars in the movie, or any other tune they wished.

On either side of the juke box announced that the music was furnished by the Lucky Star Company and listed the name of the juke box.

Besides the thousands who played the juke, countless others stopped to enjoy the music and read the advertisement.

South Dakota Operators Rap Bryson Bill, OPS

MORBRIDGE, S.D., Jan. 12.—Members of the South Dakota Phonograph Operators Association have voted financial support to the fight against the Bryson Bill and have denounced the recent Office of Price Stabilization's decontrol of phonograph machines.

The operators acted at their an-

MOA National Convention Off; Business-Election Meeting On

Proximity to Bryson Bill Hearings Forces Move, Says George A. Miller

OAKLAND, Calif., Jan. 12.—George A. Miller, president of the Music Operators of America, announced here today that the MOA national convention and exhibition has been canceled.

Instead, Miller said, the MOA will hold its annual and election-of-officers meeting in Chicago's Palmer House on the original convention date of March 10.

The MOA president said the convention-exhibition was called off in the "unanimous opinion" of all members that it was inadvisable to meet in the hearing on the controversial Bryson Bill slated to start at 10 a.m. on March 10.

Miller further warned that Bryson Bill hearings or other factors might force postponement of even the election of officers.

This note of uncertainty was interjected, Miller said, because "no one can assess how long these hearings will last." He added that music operators and other witnesses will be called to testify.

ASCAP, sponsor of the Bryson Bill, if passed, would impose a

performance tax on juke boxes and discriminate against the opposition

operators and manufacturers

across the nation.

Materials Shortage

The decision to call off the exhibition was based on the fact that "the shortage of materials and the critical condition

of the industry at this particular time makes it imperative not to

put the industry "to any unnecessary expense."

The decision was also based on the shortage of materials there would be little, if any, new merchandise

displaced and the expense of holding the meeting would be a hardship on many where the money is needed so badly for necessary expenses.

All money now in checks to pay for exhibit space will have their money refunded.

Miller cited the decision of the



GEORGE A. MILLER

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All money now in checks to pay for exhibit space will have their money refunded.

Miller cited the decision of the

National Coin Machine Distributors Association at their fall meeting in Chicago not to hold any exhibition there because of the "evil of adverse publicity as well as expense."

The MOA president said he was

(Continued on page 74)

Output Hiked At Ristoracrat

APPLETON, Wis., Jan. 12.—Ristoracrat, Inc., here has stepped up its production on the \$45-a-month record player which plays 45 r.p.m. records on a selective basis. The firm will display its new model at the International Coin Machine Exhibition in Chicago's Hotel Sherman, February 4-6.

General Manager Joe Cohen said the demand for the machine has increased

on the domestic market, plus the continued heavy ship-
ments to foreign operators. All

exports are handled by Joe Caldron, head of the firm's for-
eign division with offices in Chi-
cago.

In S-45, now in production
so many technical improvements
have been incorporated, Cohen
stated, which result in more efficient
production but in no way
alter the appearance nor playing
qualities of the machine.

FIRST RATE

BB Tune List A Must, Say Cuban Ops

HAVANA, Jan. 12.—The Billboards ratings and reviews of the latest records have followed avidly by juke box operators and dealers even in foreign lands.

Irving Price, owner of Andre Record Shop here, said his sales of Billboards' disk reviews in placing orders for updated records in his store indicate he keeps a close eye on the publication's rating charts to determine which tunes are slipping and which ones are maintaining their popularity.

The wide circulation enjoyed here by leading American maga-
zines and the influence of the infor-
mation of State-side radio programs

on Latin Americans have com-
pelled to create here appeal for
the same records which become hits in the United States.

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spokesman for tavern

LOOKS LIKE JUKE BOX

Customers Serve Selves
At Automatic Disk Seller

CHICAGO, Jan. 12.—A self-service automatic record seller built of juke box components four years ago by the Cuniff Co., distributor of the Brown Music Company, still is successfully operating here.

Cuniff, one of the largest operators in this area, designed the machine as a selling aid for his large record business and to assist customers in getting popular tunes with the least amount of trouble.

In describing the events leading up to his invention, Cuniff said he found that some 60 per cent of his retail record business was in the hands of juke boxes. He also found that despite the best stock-filling system, he could devote 10 minutes or more as 20 minutes to find the record wanted by a customer.

Cuniff has been in the coin phonograph business for some 45 years and it is not hard to see how juke box features crept into his service.

In the machine is the standard juke box selection panel with 20 buttons and 20 numbered title strips. All the tunes carried for sale in the machine.

In a semi-circle from each side of the selection are 20 visible "pocket" or compartment number plates corresponding with the

title strips. Each compartment holds a stock of 15 records of the same tune. The speaker is located on the shelf behind and above the counter.

By pressing a button on the selector panel, a prospective customer can hear the first few notes of the tune. If the customer decides he wants to buy the disk record, he simply corresponds numbered compartment pulls out one of the records stocked there and takes it to a clerk.

The selection panel and panels over the compartments are lighted at all times except when a selector button is pushed. Then as he goes out except the last one, the lights go off.

(Continued on page 79)

DISK BUYING KEYS PROFITS

Mil Op Stresses Prompt Placement for Peak Play

MILWAUKEE, Jan. 12.—With operating costs climbing steadily, disk buying is taking on an all-important aspect, according to Andy and Merlin Mc-Cumber, husband-wife team heading Frogram Music Company.

Altogether starting their operation only four years ago, the Cumbers have many facets in the field. Charlie handles his wife's record sales, coin equipment service problems as a route and maintenance man for C. S. Pierce of Brodhead, Wis., and Merlin, who has spent 22 years with H. A. Halberstadt's Lake Novelty firm in Kenosha. She handled the disk buying chores.

Wax buying is still Mrs. McCumber's pet department. "It is a good business to buy a record box and then sell it off with just any old records," she states. "I listen to the radio a great deal and I know what kind of music Billboard charts so that I'll know what the public hears and likes the most. Of course, each location differs, so far as I am concerned and that must be taken into consideration when buying hits."

No Back Orders

Stress is put on a policy of "no back orders" at the record distributor. If a disk is hot and the distributor doesn't have it in stock, but it is rather than lose playing time. The amount saved by waiting until the disk could be shipped from the factory is offset by the plays received while a number is hot. Progress Music points out.

These key locations are constantly being used as "test spots." These are locations where play tests are made to determine for certain specific types of tunes prevail. If not too sure of the potential coin-pulling ability of a record, the test is repeated until will gauge the disks in a day or two.

Spark Play

In addition to carefully selecting the music for each spot, Mrs. McCumber also accompanies her husband on daily route calls. Another important factor in coin control, is that of letting the location know what new music has been put out after each change in the program. Awareness that something new and popular is in the box causes the location owners to keep the record.

(Continued on page 79)

Made for the man with the little black bag—

EVANS' 20/40 CONSTELLATION



No one is more appreciative of Constellation Quality than your route man. Because Constellation performance is so dependably trouble free, he is not out of location on schedule . . . a better, more efficient representative of your business. And when he employs the little black bag in your counting room, you can be sure that the profits are untouched by excess expense for service or repairs.

See your Evans Distributor, and take your route man with you. Or write Factory direct for complete information about Constellation—the Phonograph Built with Your Future in Mind.

H. C. EVANS & CO.

1356 W. CARROLL AVENUE CHICAGO 7, ILLINOIS
SEE EVANS PROFIT STIMULATOR ON PAGE 90

Detroit, Mich.
1217 Linwood

Grand Rapids, Mich.
245 N. Division

MUSIC SYSTEMS, INC.

Cleveland, Ohio
2600 Euclid
Toledo, Ohio
1302 Jackson

ALL MAKES
AND MODELS
OF PRE-WAR
Equipment
Available at
Reasonable Prices

3W2-L56 \$17.50

15c—3 wire?

WT1-L56 \$10.00

15c—wireless!

WURLITZER

1010 \$369
1015 \$179

ROCK-O-LA

5056 \$159
5422 \$99

AMI

MODEL A \$295

Write • Wire • Phone

1/3 DEPOSIT. BALANCE C.O.D.

SEEBURG

148ML \$289
147M \$169
147M \$149
1465-M \$139

HIDEAWAYS

H148M \$249
H246M \$219
H146M \$179

WALL BOXES

3W7-L56 \$44.50
(5-10-25-3 wire)

For reliability see your Seeburg Distributor

MOA Meet Off

(Continued from page 73)

not "in full accord" with this idea but that he felt it was "timely." He hastened to add that when scheduling returns to normal the MOA "again will hold its convention, exhibits and operator meeting on a yearly basis during the same as they have in the past three years."

Resellers

Miller also said the MOA will continue to foster the following:

"1. To divorce the automatic phonograph industry from all other types of coin-operated equipment.

"2. To bring closer co-operation between manufacturers and the music operators of the nation.

"3. To resist and defeat any and all types of national legislation that might be detrimental to the automatic phonograph industry."

THE BILLBOARD Index

of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issue as indicated below. All advertised used machines and prices are listed. Where more than one item is advertised, the same equipment at the same price, frequency with which the price occurs is indicated in parentheses. Where quantity discounts are advertised, as is the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time or location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of	Issue of	Issue of	Issue of
AIRSON	Jan. 12	Jan. 5	Dec. 29	Jan. 12
Current 400 Current 500 Draiser	259.00 259.00 49.00	373.00 359.00 49.00	378.00 359.00 49.00	279.00 159.00 49.00

	Model A	Model B	Model C	Model D
	295.00 375.00 445.00 495.00	295.00 375.00 445.00 495.00	295.00 375.00 445.00 495.00	295.00 375.00 445.00 495.00
	375.00 495.00 549.00 654.00	375.00 495.00 549.00 654.00	375.00 495.00 549.00 654.00	375.00 495.00 549.00 654.00

	EVANS	Concerto.....
		249.50 249.50

	FILBER	10 Record
		100.00

	MILLS	Concerto
		39.00 39.00 69.50 69.50

	PACKARD	Manhattan
		139.00 135.00 139.00 135.00 139.00 135.00

	SOCK-O-LA	Concerto
		39.00 39.00 69.00 69.00
		39.00 39.00 69.50 69.50

	SETUBURG	Classic
		49.00 49.00 69.00 69.00
		49.00 49.00 69.50 69.50
		49.00 49.00 69.50 69.50
		49.00 49.00 69.50 69.50

	SOCK-O-LA	Platinum
		59.00 59.00 99.00 99.00
		59.00 59.00 99.00 99.00

	SOCK-O-LA	Rock-O-LA
		99.00 99.00 139.00 139.00
		99.00 99.00 139.00 139.00

	SOCK-O-LA	Rock-O-LA
		139.00 139.00 179.00 179.00
		139.00 139.00 179.00 179.00

	SOCK-O-LA	Rock-O-LA
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		139.00 139.00 179.00 179.00

	SOCK-O-LA	Rock-O-LA
		139.00 139.00 179.00 179.00

relieves tension

These indeed are times that try men—soul and body.

Nervous fatigue and tension abound as an aftermath of living
in this jittery world. We work hard, play harder.

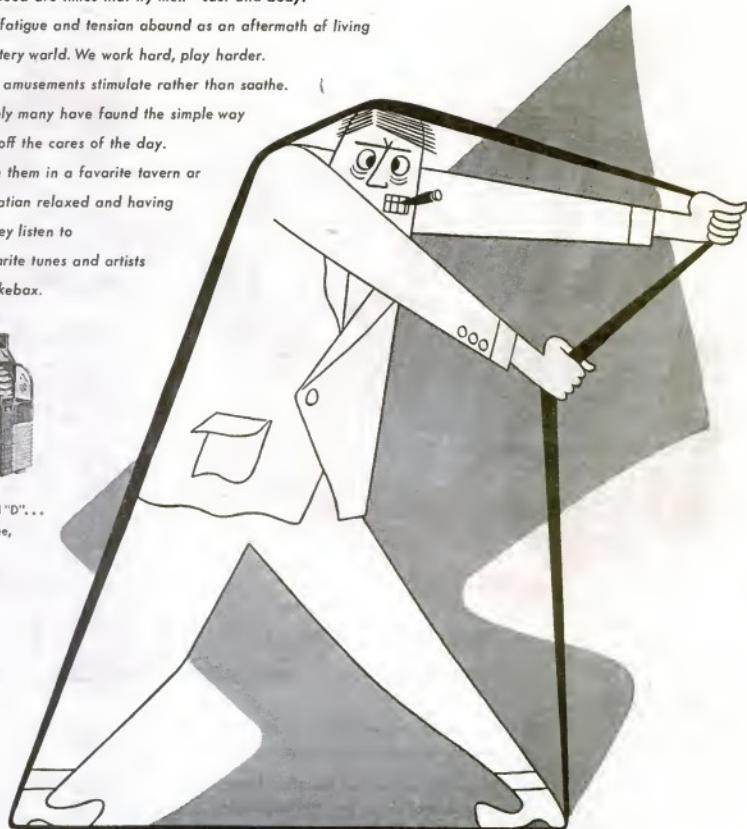
Even our amusements stimulate rather than soothe.

Fortunately many have found the simple way
to throw off the cares of the day.

You'll see them in a favorite tavern or
other location relaxed and having
fun as they listen to
their favorite tunes and artists
on the jukebox.



New Model "D" . . .
Good to See,
to Hear,
to Operate

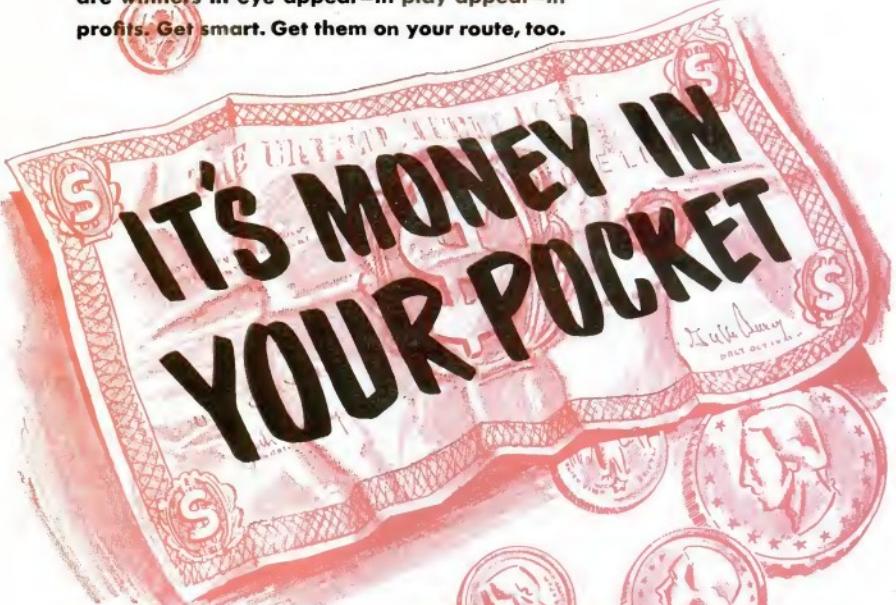


AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

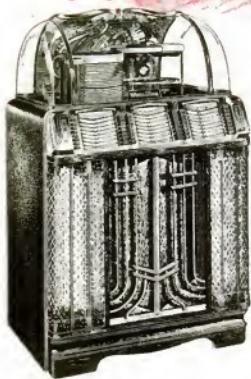
IT'S SMART TO STAY WITH A WINNER

Operators who own Wurlitzer 1400s and 1450s today know that these all-speed phonographs are winners in eye appeal—in play appeal—in profits. Get smart. Get them on your route, too.



IT'S MONEY IN YOUR POCKET

OPERATORS PRAISE WURLITZER'S DECISION TO CONTINUE BUILDING CURRENT MODELS



Everywhere operators are elated to learn Wurlitzer will still build 24-record, 48-selection, all-speed Models 1400 and 1450.

They like the style, the size, their high speed cycling, the single button selection of these fine phonographs. And they like the idea of continuing to use their 78 RPM record libraries—or converting to 45 RPM if they wish.

Wurlitzer's decision means money in the operator's pocket.

Want it in your store? Don't let the limited supply of 1400s and 1450s limit your opportunity. See your Wurlitzer Distributor Today.

The Rudolph Wurlitzer Company, North Tonawanda, New York.

Your Best All Around Investment



**ALL-SPEED
WURLITZERS**

Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	1	2	3	4	5	6
• Continued from page 38							

POPULAR

SKIP FARELL <i>Take Me Back</i> MERCURY 5748—A sure bet, a "big" Italian-type song, is rendered in a forced manner by the wobblin'. If the song catches, this dancin' blues will be a hit.	67--68--66--67
<i>Sonny Twill Be Autumn</i> A pretty ballad is read in a pleasing manner by Farell. A definite entry tho.	66--66--66--66

SUDDY COLE

<i>Nobody's Sweetheart</i> COLUMBIA 3500—Hammond organ shares solo honors with a vibraphone. In this sordidly revised	67--68--66--66
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Dew Drop Dewy Day

The title may be probably very stirred flowers and straw hats to match their ripples of the musical notes.	66--66--66--66
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RALPH MARTEIR ORK (18) *Burney-Jack Hallelujah Singers*

<i>Tell Me Why</i> MERCURY 5745—Lame and rather routine dance coverage of the newest "Four Aces" hit.	66--65--65--68
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Pedro

Plasen, Cleo, played version of the classic Ellington instrumental	65--67--63--65
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GLENN DAVID

<i>Take Me Home</i> SKATING RINK 351—Slow, but with a well-structured beat to it, this is a good record for the winter blues.	60--60--60--60
--	----------------

Don Shaw

<i>Good Things Come in Pairs</i> LUCKY 1000-1—A few come-ups help out an otherwise casual effort.	50--50--50--50
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Don Shaw

<i>Way</i> Fictional material gets an ordinary reading.	38--38--38--38
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Don Shaw

<i>I Wanna Know</i> LUCKY 1000-2—Weak effort on a weak dirty.	40--40--40--40
--	----------------

Old Mother Nature

The three hourses committed to you here are three too many.	30--30--30
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SACRED

AMES BROTHERS <i>Mother, At Your Feet Is Kneeling</i> GODDESS 4457—The first time in a worn, appealing way is a very nice recording. This song, and this version of it, will stand.	84--85--84--84
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Lovely Little Dressed in Blue

Sacred tune remains reading by the boy, who blend well with organ.	73--73--73--73
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Anita Kerr

<i>When Child Says He Prays</i> DECKA 4457—The first time in a worn, appealing way is a very nice recording. This song, and this version of it, will stand.	82--82--82--82
--	----------------

My Mother Prays

Another time in the chapter who sing simply and sincerely with deep feeling on a meeting-sentimental dirty.	78--77--79--79
---	----------------

REX ALLEN-ANITA KERR SINGERS

<i>Is He Always</i> DECKA 4456—A good result another type of sacred song, is now with spirit and feeling by Allen and the singers.	80--80--80--80
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I've Got No Money To Teach You

Sincere personal words by Allen and the group on a sacristy styled, fast tempo, pure tune.	76--75--77--77
--	----------------

AL MORGAN

<i>Mother At Your Feet Is Kneeling</i> DECKA 2708—This version of the currently popular sacred song is used with great effect.	75--73--77--75
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Goodnight, Sweet Jesus

Children's prayer is given a capable performance by the singer and church group.	71--71--71--71
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SPiritUAL

SISTER ROTESA THARPE Use this one.	80--80--80--80
--	----------------

DECKA 4454—Sack vocal by the chanteuse on a sincere and melodic religious dirty, backed with a solid beat by the Prior trio.

<i>The Ball of St. Mary's</i> The title is a hymn, the lyrics are by Thorne, plus the gospel quartet, every makes the belly ring.	79--78--80--79
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ROYAL SONS QUINTET

<i>Redidle of a Neighbor</i> AMCO 2500—This type spiritual is given a solid rendition by tenor and bass leads with great moving smooth harmony in both groups.	76--76--76--76
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Journey's End

Simple, direct lead singer on a slow-tempo religious item, over a choral读书.	71--71--71--71
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REV. SAVAGE

<i>Just No Sake His Face</i> AMCO 2500—Solid result, religious dirty is given a good vocal run like a short sermon by the singer.	71--72--70--75
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Christian Fight On

The reverend leads and sings with spirit and enthusiasm on this jazzy religious item.	70--70--70--70
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INTERNATIONAL

FERRUCCIO TAILLAVINI Scalinettes	80--NS--80--NS
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VICTOR 1453 53-4023

The melancholy ballad calls forth a magnificently expressive vocal effort from Taillavini who can inject a tear at the proper moment with complete sincerity, too, to keep the emotional atmosphere under tight rein.	78--NS--78--NS
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'O Passe D' Dio'

The title is a very dramatic and the tenor puts all stops at stage in a ringing of operatic proportions.	78--NS--78--NS
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MIKE NOVAK ORK

Cocktail Polka	78--77--78--79
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CAESAR'S POLKA

—Heavy Polka	78--77--78--79
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Warsaw Mazurka

A hearty, folksy polka is played to a rousing clout of drums, with a clever arrangement.	72--72--72--72
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GEORGE'S TAVERN SAND

It Won't Always Be This Way	72--72--72--72
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DECKA 4424—Les Sweetland's crew takes place a boomy

new song on the Guitars-type band to honor our troops on their return from overseas.	72--72--72--72
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Markus

A hearty, folksy polka is played to a rousing clout of drums, with a clever arrangement.	72--72--72--72
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ARTIST LABEL AND NO.

TUNES COMMENT

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JUST OFF LOCATION!

WURLITZER 1015	\$179.50
BALLY SHUFFLE CHAMP.	89.50
BALLY SHUFFLE LINE	229.50
BALLY TURF KINGS	299.50
BALLY CHAMPIONS	99.50
BALLY CITATIONS	74.50
BALLY BASEBALL	69.50
WMS. DOUBLE HEADER	69.50

DISTRIBUTING CO.
1218 State St.
Independence 2-5100

COVEN

AT THESE PRICES
MACHINES ARE . . .

Going, Going Quickly . . .

NEW—RECONDITIONED
All Perfect
Ready for Location

REFUND IN 10 DAYS IF
NOT SATISFIED

ALLEYS

Chi. City Bowling Alley (3 Play)	\$24.50
Chi. City Cleaners	24.50
Chi. City Newhouse, NEW	195.00
Chi. City Newhouse, NEW (2nd Floor)	195.00
Even Tan Strike (Smooth Type) Tenn. (2nd Floor)	79.50
Fair	36.50
Geneva Baseball Club, NEW	195.00
Geneva Baseball Club, NEW	195.00
Geneva Surf, NEW	195.00
Ease Ball Alley (P.L.)	79.50

ARCADE AND LOCATION	
ACE ROBES	\$75.00
ADVANCE SOL	49.50
ALL STARS HOCKEY	49.50
HORN'S COIN OPERATOR	49.50
Com. J	49.50
KEESEY'S SUBMARINE	29.50
GRILL	29.50
QUARTER BACK	29.50

MUSIC	
AMI	WURLITZER
MODEL A	CM-41-51-T
MODEL B	324.50
MODEL C	449.50
SIMONING TOWERS	49.50
SEEBURG	49.50
ENVY	49.50
GERM	49.50
EGOAL	49.50
REGAL	49.50
PLATA	49.50
VOCAL	49.50
CELLAR JOB	49.50
MILLS THRONE & EMPRESS	56.50
COIN COIN NI PIAO (With STYLUS)	56.50
STANDOFF COIN COUNTDOWN	56.50

WALL BOXES	
PACKARD	47.50
PERSONAL	47.50
SOLO	47.50
SOLO GIGANTIC	82.50
SESSUBRO (Post War)	47.50
SESSUBRO AUTOMATIC	52.50
(Post War)	47.50
SOLO SPEAKER	47.50
SOLO GIGANTIC (Drug Type)	47.50

Hundreds of Player Tree	
PIN GAMES	\$9.50
Send up	For Line
ACT QUICKLY—ORDER TODAY	
1/3 With Order, Balance C.O.D.	

OPERATORS' SPECIAL NEW ASSORTED RECORDS 19¢ EA. Our Listings

ACT QUICKLY—ORDER TODAY

1/3 With Order, Balance C.O.D.

DAVID ROSEN

Exclusive AMI Distributor in Eastern Pennsylvania

855 N. Broad Street Philadelphia 23, Pa.

Stevenson 2-2903

DO NOT SUBSTITUTE ALUMINUM DISCS
DIRECT FROM MANUFACTURER

MAKE SURE YOUR

METAL TYPER MACHINES

EARN TO MONEY

Get Your Metal Typer
WRITE FOR PRICE

STANDARD METAL TYPER CO.

1816 N. Western Ave., Chicago 22, Ill.

Calendar for Coinmen

January 15—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.

January 23—Music Merchants' Guild, semi-monthly meeting, Management Hotel, Princeton.

January 28—Photograph Operators' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.

January 29—Central States Phonograph Operators' Association, monthly meeting, Elks Club, Peoria, Ill.

January 30—National Music Merchants' Association, monthly meeting, Hotel Sherman, Chicago.

February 4, 5, 6—International Coin Machine Exposition, sponsored by the National Association of Coin Operators, at the Hotel Sherman, Chicago.

February 4, 5, 6—National Coin Machine Distributors' Association, winter meeting, Bismarck Hotel, Chicago.

February 4—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.

February 7—Phonograph Merchants' Association, monthly meeting, Hotel Cleveland, Cincinnati.

February 14—California Music Guild, monthly meeting, 311 Club, Oakland.

February 15—Music Operators of Northern Illinois, monthly meeting, site to be announced.

February 14—Michigan Automatic Phonograph Builders' Association, meeting, Macabees Building, Detroit.

March 3, 4, 5—Music Operators of America, annual convention, Palmer House, Chicago.

THE BILLBOARD Index of Advertised Used Machine Prices

• Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one item is advertised, the same equipment of the same price, frequency with which the price occurs is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendor, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, size, location, territory and related factors.

For this week's prices consult the used machine advertisements in this issue.

Issue of **Jan. 12** Issue of **Jan. 15** Issue of **Dec. 29** Issue of **Dec. 22**

ABC (Used) 299.00 325.00 \$295.00 325.00 325.00 325.00

Alpha (Used) 99.50 99.50 99.50 99.50 99.50 99.50

Aquade (Used) 49.50 49.50 49.50 49.50 49.50 49.50

Aratus (Used) 125.00 125.00 115.00 115.00 115.00 115.00

Baliente (Used) 27.50 27.50 27.50 27.50 27.50 27.50

Bingo Game (Used) 49.50 49.50 49.50 49.50 49.50 49.50

Bind-a-Hall (Used) 79.50 79.50 79.50 79.50 79.50 79.50

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Coinmen You Know

Chicago

Vince Angelini. Swing Time Music Company, reports that while the employee situation has been a relatively difficult one in 1951, all problems have been maintained. With defense plants swinging to higher gear in 1952, he sees an even stiffer problem on the help front in the near months. Cole Products Corporation is expanding its sales organization, adding several new field representatives over the past few weeks.

Harold Stamer. Mechanical Merchants, Inc., reports trouble with the heating unit on firm's Refresh-o-Matic cup machines, converted recently to send heat, has caused a temporary disruption of the company's hot beverage service. The new heating system, which is being installed at 100 locations, is due to ground locations even thru the severer winter weather here to date.

Dick Cole. vice-president of Cole Products Corporation, tells of plans for a greatly stepped-up sales program this year. Firm has already initiated the drive, adding 12 new territories to its staff over recent weeks.

Mills Industries, Inc. is placing greater accent on its new dual flavor frozen juice machine. In addition to the coin-operated units, the "Maid of Millions" several are now under test by Snow Crop... **Joseph Kaden.** Kandy Kit Company, thinks the use of separate venders for nickel pack

gum will prove more and more common in the next few years.

Gil Kitz. owner of Empire Coin Machine Exchange, is expected to be in Chicago during the week. He went there to chairmen the NCMDA executive meet. Meanwhile, **Howie Freer** put in a lot of administrative business at the home front. **Shirley Corusky**, office staff, started her ninth year with the company. Her recent engagement to **Joseph Rubellino**, The wedding will take place in March. **Emmett Wadsworth** became a grandmother Monday (7), probably the youngest in the industry.

At World Wide Distributors, Al

Stern has set up a refreshment service for visiting operators (the chef will come later). **Len Micca** made his first successful regular shipments of the Rock-Ola music machine and wall boxes. The World Wide's new year opened with a bang, with a record number of new units. The hottest item currently is the foamed playfield, available in eight and nine-foot sizes.

First Distributors new game showrooms are now complete and offer operators a view of the new Keeney models as well as all the other latest developments. The showroom is a special music display area housing the Evans Constellation. **Mal Fink** reports First had a successful premium

sales record all thru the year-end holidays despite the severe weather. **Joe Kline** and **Wally Fink**, firm owners, have set up a comprehensive plan to govern operations during the 1952 first quarter.

Clayton Nemoroff and **Charlie Pieri**, Monarch Coin Machine, Inc., report they are getting a lot of orders for the Big 5, Big 6, Bronco and Jet Gun. They have also noticed renewed interest in Keeney and Monarch wall models. **John Williams**, manager of Irvin Blumenthal, General Vending Sales Company, Baltimore, was in town recently. **Herb Perkins**, Williams sales manager, Another distributor making this stop last week was Raymond Williams. **David Stern**, president of Stern were enthused about the possibilities of Horse Shoe, a new two-player game. **Dudley Rutledge**, executive director of the Coin Machine Institute, expects bold space of the big show to be sold out in the next couple of weeks. At Keeney, Sales Manager Paul

Huebsch was lining up a sales campaign for a new game to be released this week. Meanwhile, Vice-President John Conroe was busy lining up new ways to step up output on the cigarette vendor demand for which continues to

Purveyor Shuffleboard Company is now housed in one of the most modern headquarters in the distributor trade. Where formerly the firm's first and second year showrooms were virtually piled on top of each other, the showrooms are set up in modern design with ample space for displaying equipment. **Herb Perkins**, firm owner, has completed all the basic remodeling work while introducing a new, more attractive area. A new heating unit and glass brick interior. Only Herb's office, which is still relatively primitive, looks familiar to coinmen visitors. An avid sports fan, he plans to quite a bit of skating over the week-ends.

1952's First Big Coin Machine

New York 19, N. Y.
1564 Broadway
Plaza 7-2800

Cincinnati 22, Ohio
2160 Patterson St.
Dunbar 6-4500

Chicago 1, Ill.
188 W. Randolph St.
Central 4-8761

Hollywood 29, Cal.
6000 Sunset Blvd.
Hollywood 9-5831

St. Louis 1, Mo.
390 Arcadia Blvd.
Chesterfield 0443

Detroit 1, Mich.
Fox Theatre Bldg.
Woodward 2-1100

Vital Statistics Deaths

Mrs. Julia Trice Saxon. 37, in Miami Wednesday (2). Wife of John Trice, son of the late Mrs. Ace Saxon, Inc., she was a native of Thomasville, Ga. Surviving are her husband, her mother, Mrs. Charles Trice, and a brother, Charles Cooper Trice.

Estelle M. White, active in the music field since early 1946, in Georgetown, Conn., January 3 after a lengthy illness.

Horace S. Ridder, 74, former president of New England Confectionery Company, December 31, in Winchester, Mass.

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Recconditioned Equipment with so-called "Close-Outs" or "As Is" equipment. Every machine we sell is in

Beautiful Shape. Ready for Location

PIN GAMES

Boston	\$79.50
Bermuda	34.50
Canada	34.50
Contest	39.50
Double Shuffle	74.50
Floating Power	44.50
Imperial	44.50
Play Ball	39.50
Playtime	54.50
Ranch	34.50
Shanghai	34.50
Showboat	39.50
South Pacific	69.50
Star	29.50
Temptation	34.50
Thing	89.50
Tucson	59.50

SHUFFLE ALLEYS

Billy-Sport Bowler	\$59.50
Shuttle Chaser	79.50
Universal Super Twin	

Bowler	\$9.50
Chi. Cos. Bowling Alley	35.00

ARCADE

Dark Gun	\$ 5.95
Silver Bullet	5.95
Quarterback	59.50
Star Series	89.50
Super World Series	199.50

1/2 Doz. Rec. C.O.D.

Scott-Crosse Co.

1422 Spring Garden Street
Philadelphia, Pennsylvania
Aitkenhouse 6-7712

SEE HOW PROFITABLE AND EASY IT IS

TO ADVERTISE IN THE BILLBOARD'S

BIG IMPORTANT CMI CONVENTION SPECIAL

All of the information you need is right here on these two pages—information about the number and types of operators your Billboard ad reaches in any issue of The Billboard . . . about the big 4,000 extra distribution at the important CMI Convention in February . . . about the special features and reference lists that will keep your ad in use for months . . . the tremendously powerful promotion that will get more and more copies to more buying operators . . . the low, regular-issue rates that apply to this premium selling opportunity . . . Plus

A SIMPLE, CONVENIENT COPY AND ORDER BLANK

THAT TAKES THE JOB OF AD-PREPARATION OUT OF YOUR HANDS

Yes, The Billboard is fully prepared to take your rough thoughts, and data about the equipment, supplies, parts or services you have to offer and shape them into an all-powerful advertising message that will do a bang-up selling job for you.

"You've got to spend money to make money" is one of the business world's truest maxims. Doesn't it make good business sense to you to earn two dollars for every dollar you spend? That's exactly what The Billboard's Special CMI Convention Number can do for you . . . if you act now! Final advertising deadline in January 24th in The Billboard's Cincinnati headquarters.

So, check the information on the facing page, decide how much you want to spend, fill in the simple copy and order blank and rush it back to your nearest office of The Billboard.

We'll do the rest and guarantee you an effective, attractive, hard-selling message that will do the right kind of a job at CMI Convention time . . . in The Billboard's Valuable CMI Convention Issue. Don't delay. Do it today!

Cordially,

C.J. Latscha
C. J. Latscha
Advertising Director

Merit Industries had a lot of operator visitors last week to see Col. Lou Lewis about new shipments of late-model equipment, including the new model single file units plus a variety of straight amusement pieces.

Miami

Sam Gansberg, Chicago Coin, is winding up at his Miami Beach home . . . Dava Gottlieb, D. Gottlieb & Company, left for Chicago after spending two days here . . . Joe Mansone and his wife Dorothy, accompanied Gottlieb and his wife, Dorothy, on a tour of the night spots. They stopped at a New Year's Eve party in the Martiniique Hotel, and on New Year's Day took in the Orange Bowl football game.

Amusement Machine Operators Association held a special meeting January 10 to discuss the possibilities of obtaining better percentages for pinball operators—members, in line with the im-

provement achieved for its music members.

Joe Mansone, All-Coin Amusements, says the current Gottlieb game, Niagara, is drawing a good play in his territory. When Mansone returned from a visit to his family and friends in Philadelphia, he had his company's Willie Levy and George Levy, Levies' son, known far and wide among coin men as a demon gun rummy player, get the showman's hat off when Mansone pulled out his half-hour-long triple blitz on it. It all but shattered Levy's professional pride.

The AMOA has at last found a permanent meeting place, according to President Willie Levy. The regular monthly meetings of the organization will be held at the El Comodoro Hotel in downtown Miami, on the last Saturday of every month, at 8 p.m.

The three local districts—Taran, Bush and All-Coin—

played the role of host at the executive board meeting of the National Coin Machine Distributors' Association, at the Saxony Hotel, Miami Beach, January 10.

The "Big Six" program of Jack Williams, disk jockey for WWDL, was featured during the two weeks featuring the following numbers which are doing the top business in the juke boxes of AMOA territory: "I'm a Little Teapot" and then "Little White Cloud That Cried," "Charmine," "S I'm P Undecided," "S I'm P Undecided,"

W. H. Fullick, Taran Music Company, was drawn by lot to serve on the executive committee of the Amusement Machine Operators' Association for the coming year. The association held a special meeting for pinball operators January 10.

With its sample of the new AMI Model D on hand, Taran Distribution conducted a three-day training school, January 7-9, for

mechanics and operators. Art Davis, AMI field engineer, was in charge. . . . Taran expects to be in its new building by February 15. The new plant will house 200,000 square feet of floor space. Mr. Simon's home in Miami, called "The Castle," is now owned by the company executives.

Mort Simon, president of

Bush Distributing Company, returned to school at Riverside Military Academy after the holidays. His mother, Anna, and his son, Roberto Ross Jr., of Santiago de Cuba, whose daddy is a music operator there and owns a home in

Willis Blatt, Supreme Distributor, was thinking in hushed tones about the new game he has developed which, he says, "will revolutionize the industry." He expects to have it on the market in 30 days. . . . Harry Steinberg, Sterling Music Company, has a paper for the fifth time. The new arrival, Michael, was born on the

same day as another one of Steinberg's sons.

Joe Fishman, Atlantic Sales of New York, Seeburg distributor, is doing the town with Harry Rose, . . . Leo Gross, the disk jockey known as "Sly" Gross, on disk duty, goes over Station WTTT in Coral Gables, picked up record rentals at Coral Gables for the Diamond Corporation for his "Sepian Parade" program. . . . Pan American's Miami manager, Sonny Lemming, and his wife, Ruth, . . . King is doing good business in the juke boxes and record shops, with "Early Morning Blues" also in demand.

Orie Truppman, of Bush Distributing Company, hoped to the Jockey Club office for a few days, while Kain Williams, of the firm's office in Central Florida and the West Coast. . . . Chicago Coin's King is getting along fine with his operators, says Ted Bush.

Morris Ojave, music operator at Guantamano, Cuba, told Harold Gettins, of Pan American Distributing, that he thinks the juke and record business is exceptionally good, spurred by the heavy demand for American-made discs.

The first annual Lacrosse Bowl Game held in West Palm Beach, Fla., December 28, held particular significance for the community. Chester Steel, of Durham, N.C., who is AMI distributor for North and South Carolina, referred for the North team, which did not oppose the Yankees from the North. . . . Art Daddie, AMI field engineer who lives in West Palm Beach, was the first to play lacrosse game that day and called it "the most exciting sport I've ever seen."

The "Big Six" list of juke box hits compiled by Anna Williams for disk jockey Jack Williams of WWDL, Miami, was the hit of last week, with "Cry" leading the pack. AMOA co-operates with the deejay on the weekly selection in return for the stunt's promotional value. . . . Sales Manager Eli Ross, Taran Distributing, says over 100 orders for AMI 88 are running ahead of the company's factory allotment.

The three Miami distributors—Sam Taran, Ted Bush and Joe Mansone—participated in the winter meeting of the National Coin Machine Distributors' Association's executive board at the Hotel Miami Beach, Miami Beach, January 7-9. Gil Kitt served as chairman. Others attending were Leo Gross, Atlantic Sales, Los Angeles; Clarence Camp, of Memphis and Harold Salver of Detroit.

Taran Distributing received a sample of the new Genco Double Action Pinball Machine. The newly United's 6-Bowler is still attracting plenty of attention. . . . Gil Gross, account for Taran Distribution, and his wife celebrated their first birthday of their daughter, Geri Lynn.

Mort Simon, J. & M. Vending Company, left on trip to Cuba, Puerto Rico and Hawaii where the firm sells products and Acorn and Leaf gum bulk vendors and also chairman of the Red Cross. Simon's office were Sandy St. Lawrence, Automatic Products, who is vacationing here, and May Abbott, Acorn Products of Pittsburgh.

Bronze type coin machines are popping up in many large stores downtown. . . . Eli Ross, Taran Distributing, and his wife, both had as their house guests Mrs. Ross' parents, Mr. and Mrs. William Ross, of New Jersey, and her brother, Bruce Harris, a student at the University of Minnesota, who came down for the holidays.

Eli Ross is telling friends (Continued on page 83)

Sales Opportunity . . .

TYPE OR PRINT CLEARLY...

the list of new or used equipment, parts, supplies, services, etc., you want to mention in your Special Billboard Coin Machine Convention Issue ad (with or without prices, as you desire):

● We'll whip this information into an effective, attractive, hard-selling advertisement that will do a bang-up job for you!



HIGHLIGHTS OF THE BILLBOARD CMI CONVENTION SPECIAL

*

Regular Distribution:

Annual in the Billboard's seventh Annual Reader Survey, the following buyers of equipment are now receiving the CMI Convention Number issue free from newsstands. There are 1000 more buyers who receive the issue free from newsstands. These are 1000 more buyers who have diversified ranges of interests in the coin machine business.

1,000 extra copies
G.1000 operate juke boxes
G.1000 operate coin-operated machines
G.1000 operate service machines
G.1000 operate slot machines
G.1000 operate slot/juke boxes

The Billboard is also read weekly by 1000 people in restaurants, bars, movie houses, night clubs, service stations, and other places where extra copies are available to advertisers in the Billboard CMI Convention Number issue.

Extra CMI Convention Distribution:

1,000 extra copies will be distributed to interested, active buyers attending the CMI Convention Number issue held Sherman, Chicago, February 5 & 6.

Editorial Content:

NOW CONTROLS AFFECT THE COIN MACHINE BUSINESS—What's new? What's next? What's now? What's next? What's now? What's next?

ROOM IN CONVERSATIONS: The complete story of what's available, through interviews with the men who are making the decisions.

NEW GAMES FOR NEW MARKETS: Through interviews, the coin-operated buyer has had new life in his imagination. New games are being introduced in new locations, as department and 10-cent stores, as well as in the new "hot" markets.

NEW GAMES COMING: A forecast of the types of amusement games due to appear in the future, based on 1000 extra copies of the CMI Convention Number issue.

THE FREE PLAY OUTLOOK: Arguments in favor of free play, based on 1000 extra copies of the CMI Convention Number issue.

USED EQUIPMENT FOR EXPORT: 1000 extra copies of the CMI Convention Number issue will be distributed to all types of coin machine, but equipment buyers will be a premium by March.

COMPLETE LIST OF MANUFACTURERS—Productors' First Time publication in a year.

Promotion:

Special circulation promotion will reach 1000 extra copies to operators who advertise in Billboard's records has been contemplated purchasing one new World War II era juke box. The coin machine buyers will be offered a special half price, short term, lease agreement and reduced rates for equipment purchased from their local newsstand.

Issuance and Closing Dates:

Date of Issue . . . February 2

Distributed . . . January 29

Ad Deadline . . . January 24

List your name and address exactly as you want it to appear in the ad:

Company

Address

City Zone State

Telephone Number

Sign Your Name Here

Mail Today to Your Nearest Office of The Billboard

RECONDITIONED READY FOR LOCATION ONE BALL

TURF KING \$210.00

OLD MINTON \$24.50

WINNER 175.00

CITATION 49.50

JOCKEY SPECIAL 39.50

SPECIAL ENTRY 35.00

MUSIC

WURLITZER MODEL 1100 . . . \$325.00

ROCK-O-LA MAGIC GLOW 299.50

#1428 215.00

SEEBURG MODEL #147M 215.00

1/3 Deposit With All Orders.

Parkway Mach. Corp.

715 Eager St., Baltimore 3, Md.

**EVERY EXHIBITOR
A TOP-NOTCH REASON
WHY YOU SHOULD
ATTEND THE**



INTERNATIONAL COIN MACHINE EXHIBITION

Feb. 4-5-6

Sherman Hotel, Chicago

You'll see the exhibits of

A.B.C. Popcorn Company, Inc.

A.B.T. Manufacturing Corp.

Acc Premium Sales Company

Acro Manufacturing Co.

Allied Coin and Premium House

Armitage Sales Company

Atlas Music Company

Auto-Photo Company

Banner Specialty Co.

The Billboard

Block Marble Co.

Capitol Projector Corp.

The Cash Box

Chicago Coin Machine Co.

Chicago Lock Co.

Conat Sales Co., Inc.

DeFour Sales Company

Deutsch Lock Co.

Eagle Lock Co.

Edelco Manufacturing & Sales Co.

Embassy Distributors, Inc.

Eastern Electric, Inc.

Empire Coin Machine Exchange

The Exhibit Supply Company

First Distributors

Fischer Sales & Mfg. Co.

Genco Mfg. & Sales Company

General Electric Lamp Division

D. Gottlieb & Company

Greenglass Sales Co.

H & H Distributing Co.

Helmclo, Inc.

The Illinois Lock Co.

Independent Lock Co.

International Mutoscope Corp.

King & Company

King Amusement Co.

Life-Time Manufacturing Co.

McDowell Mfg. Co.

Memphis Metal Mfg Co.

Mitchell Company

National Coin Machine Exchange

National Rejectors, Inc.

National Sanitary Sales

Philtain Electric Company

Pioneer White Metal Casing Co.

Purveyor Shuffleboard Co.

Refrigerated Equipment Sales Corp.

Ristoracut, Inc.

Royal Engineering Co.

Scientific Machine Corp.

Supremum Manufacturing Co.

West Side Distributing Corp.

Williams Manufacturing Co.

World Wide Distributors, Inc.

Whether you are an exhibitor or a viewer, if you are interested in your business, you will want to attend the show, so

"DO IT TODAY AND BE SURE!"

ROOM RESERVATIONS:

There is still time to get good accommodations at the Sherman Hotel. Write to

ROOM RESERVATIONS

Sherman Hotel
Clark and Randolph Sts.
Chicago 1, Illinois

EXHIBIT SPACE:

A few good locations still available.

Write, wire or phone TODAY to

COIN MACHINE INSTITUTE

134 N. LaSalle Street
Chicago, Illinois
Fl 6-0685

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements to The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one first advertised the same equipment, all the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time of location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Issue of Jan. 12 Issue of Jan. 5 Issue of Dec. 29 Issue of Dec. 22

Acc. Bomber (Manufact.)..... \$95.00 595.00 125.00 125.00

Acc. Bumper (Manufact.)..... 125.00 125.00 125.00 125.00

Acc. Hammer (Manufact.)..... 199.50 199.50 199.50 199.50

All Star Basketball..... 49.50 49.50 49.50 49.50

All Star Basketball (Manufact.)..... 275.00 275.00 275.00 275.00

Bar-E-Score (Event)..... 75.00 75.00 75.00 75.00

Bug Jammer (Bally)..... 185.00 185.00 185.00 185.00

Brinkley (Manufact.)..... 200.00 200.00 200.00 200.00

Bowling (Manufact. Corp.)..... 45.00 45.00 45.00 45.00

Bowl-A-Rail (Manufact.)..... 95.00 95.00 95.00 95.00

Build Up (Event)..... 25.50 25.50 25.50 25.50

Burly (Event)..... 24.50 24.50 24.50 24.50

Challenger (AST)..... 50.00 50.00 50.00 50.00

Cracker Jack (Manufact.)..... 125.00 125.00 125.00 125.00

Cracker Jack Saw (Sternberg)..... 109.50 109.50 109.50 109.50

Dale Gun (Event)..... 49.50 59.50 49.50 59.50

Dale Gun (Manufact.)..... 75.00 75.00 75.00 75.00

Dale Gun (Sternberg)..... 95.00 95.00 95.00 95.00

Dale Gun (Manufact.)..... 95.00 95.00 95.00 95.00

Deluder (Bally)..... 69.00 69.00 69.00 69.00

Driver Athletic Scale (Memory)..... 158.00 158.00 158.00 158.00

Drummer (Manufact.)..... 17.50 17.50 17.50 17.50

Duck Hustler (Sternberg)..... 25.00 25.00 25.00 25.00

Dumbell (Little) (Mills)..... 125.00 125.00 125.00 125.00

Fish Hawk (Cabinet)..... 75.00 75.00 75.00 75.00

Game (Cabinet)..... 125.00 125.00 125.00 125.00

Jack Rabbit (Manufact. Corp.)..... 95.00 95.00 95.00 95.00

Jumping (Event)..... 69.00 69.00 69.00 69.00

Kickball Punch (Event)..... 145.00 145.00 145.00 145.00

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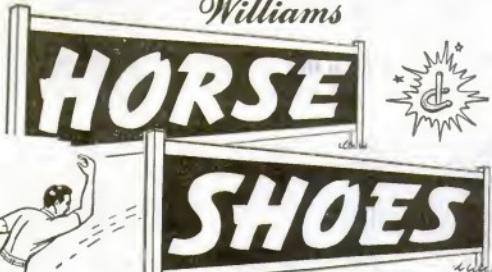
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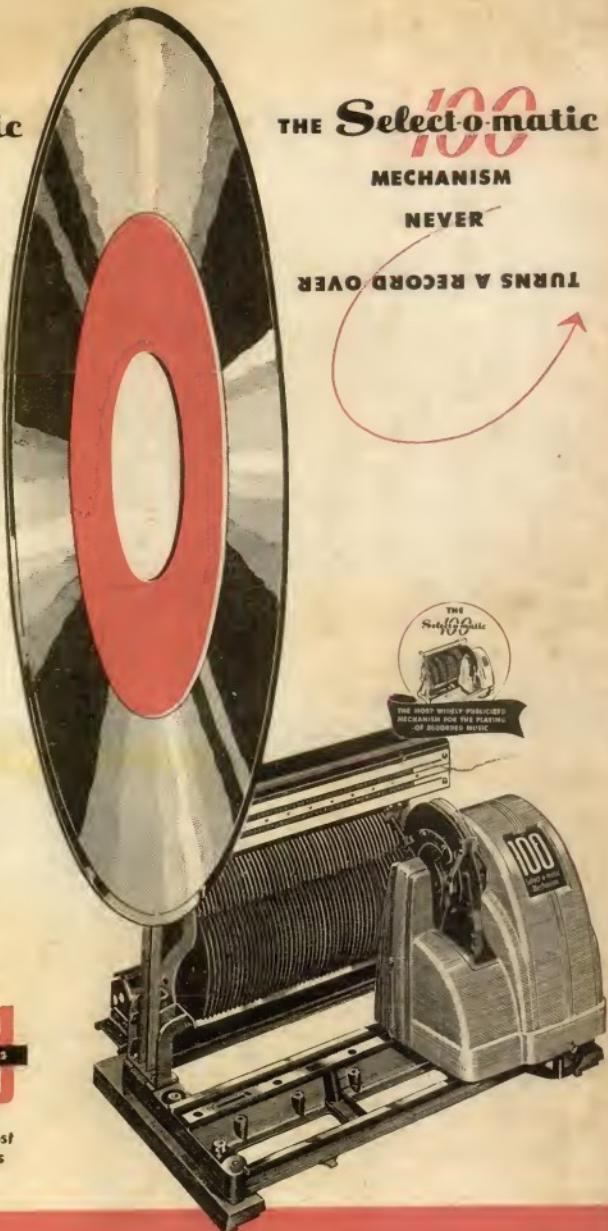
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